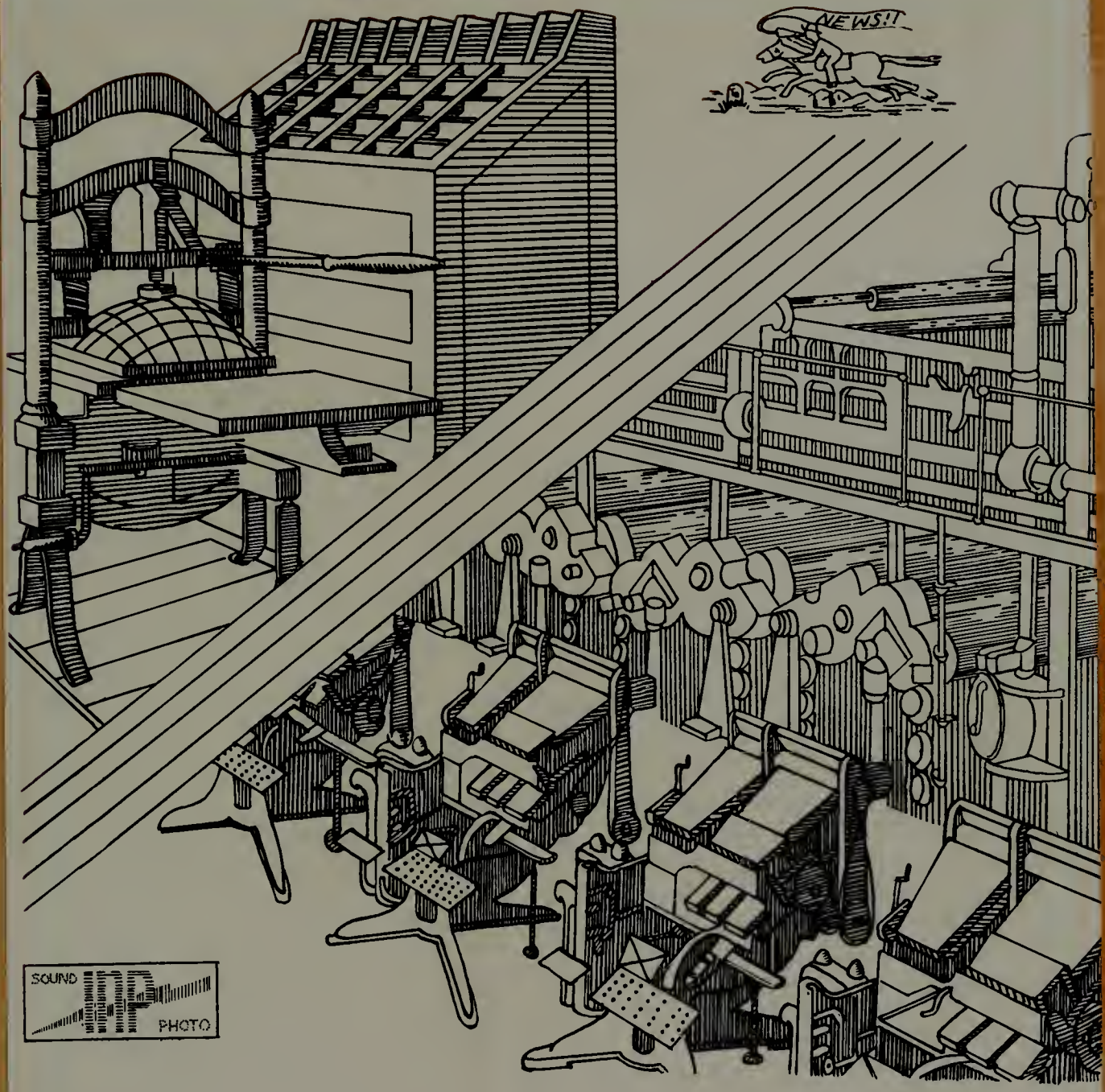

HISTORY OF JOURNALISM IN SAN FRANCISCO

FOREIGN JOURNALISM

Volume I

Vol. 1

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

Emerson Daggett, Supervisor. San Francisco, March 15, 1939
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HISTORY OF FOREIGN JOURNALISM

IN SAN FRANCISCO

INTRODUCTION

Any history of Journalism in San Francisco which did not include the city's foreign language press would be next to no history at all. Between 1850 and 1860 alone the French, Chinese, German, Spanish, Jewish and Italian groups here launched a total of 36 newspapers. The majority failed to survive the decade but some continued, apparently striking the right combination of sufficient financial resources, business acumen and editorial sense for news and views wanted by their particular following.

Whether published for a week,a year or nine decades, the newspapers' influence upon the city and their contemporaries was felt and contributed something worthwhile to the background and perspective of their language groups and the community.

The present study is limited to a survey of the founding, merger,suspension and resumption dates of the city's foreign language press, with circulation records wherever available. No attempt has been made here to analyze or

evaluate the foreign language newspapers' make-up, editorial policies and guiding personalities, or influence on the community. Such interesting studies lie ahead for those desirous of really cultivating the field. The sole purpose of this work is to indicate its dimensions.

Material gathered as by-products during research reveals the technical difficulties of foreign language publication in the United States, occasionally insurmountable in the decades of frontier journalism and which even today present mechanical obstacles in certain languages. In his book Chinatown Inside Out Leong Gor Yun describes the printing office and the Chinese press in these words:

> Since it is impossible to construct a linotype for the Chinese ideographs without simplification, all the newspapers are set by hand. The type is imported from China; the compositors are trained in America. The typecases are ten times as large as American cases, and are arranged by families or root characters, so that type-setting is a tedious and difficult job requiring a good memory and strong legs. An average compositor can set six hundred and fifty words an hour if he can read the roughly scribbled copy. To Americans it is amazing to see the compositors run up and down between the type cases picking up characters practically without looking. Typographical errors are few, and less serious in their consequences than certain classic howlers in the American press, because ideographs are less precise than words.

In a like manner the pioneer French journalists encountered typographical difficulties in their early papers because French punctuation marks were then unavailable. The

German press also had to obtain the type peculiar to its language, the "Fraktur." The Scandinavian needed type with "umlaut" vowels. Printers familiar with these language types were hard to find.

But these obstacles, inherent in any pioneering endeavor were overcome and the surviving journals flourished for many decades. Today however, the foreign language press as an intra-community vehicle of intelligence is a waning phenomenon in the United States, if we may believe its editors. Age is thinning the ranks of the foreign-speaking generations and the younger generations follow their interests in the American language newspapers and magazines. Racial and intellectual assimilation is ringing a curfew on the foreign language press. It would be well to analyze and evaluate its rich contribution to our American way of life while a first-hand opportunity exists...

Grateful acknowledgement is made to those who assisted with advice and criticism in the research and production of this volume:

For the Chinese section: Chee S. Lowe, secretary of the Chinese Chamber of Commerce; Loo Yee Kern, manager of the Chinatown Telephone Exchange; Richard Fung, manager of the Chinese World; William Hoy, editor of the Chinese Digest; and Miss Mansie Chew, manager of the Chung Sai Yat Po.

For the Scandinavian, Sophus Hartwick; Japanese,

Eddie Shimano; Jewish, Sol Silverman, editor of Emanu-El and Eugene Block of the Call-Bulletin; German, Henry F. Budde of Budde Publications; Italian, O. D. Ronchi, editor of La Voce del Popolo; French, George Ducasse.

Much appreciation is extended to the Public Library staff for its whole-hearted cooperation in the research for this monograph, and particularly to Miss Mary Doyle, newspaper room; Miss Mary A. Byrne, reference room; Miss Helen M. Bruner, Sutro Branch of the State Library, and to the staff members at the De Young Museum.

The San Francisco-Oakland chapter of the American Newspaper Guild, co-sponsors of the History of San Francisco Journalism project, have unstintingly contributed expert technical advice in practically every phase of research under way. Especially significant is their interest in work projects for the relief of unemployment among newspaper workers.

Recognition also is due Miss M. P. Hagan, Director of Women's and Professional Projects, Area Seven of the Works Progress Administration, for assistance in project operation.

Emerson Daggett,
Project Supervisor

March 15, 1939.

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

HISTORIC BACKGROUND

Many abortive attempts preceded the final establishment of foreign journalism in San Francisco. Not until the foreign population had grown to sizeable figures -- about five years after the gold rush began -- did any of the early ventures in this field become permanently established.

Those papers which started as weeklies, in several instances, managed to hold on for a period of three years at the most; but those hardy enough to essay the task of publishing a daily soon found themselves submerged in the problem of circulation and shortly passed out of existence.

A fairly complete list of the early attempts, in the French language, of those papers which belonged to the period of 1854 or 1855, is given by Edward C. Kemble in his article on the "History of California Newspapers," published in the Sacramento Daily Union, December 25, 1858.

Foreign language sections in the early English papers of that period proved more successful than the attempts

to establish a foreign language press. There were French departments in The Star, Picayune, Morning Post, Whig, Present and Future, and Globe.

E. Derbec, who played an important part in establishing the first successful French daily in the city, conducted several columns in French. On December 8, 1850 the Public Balance was established by Benjamin R. Buckelew and Eugene Casserly; and Ernest de Massey contributed a French column for the purpose of attracting additional circulation.

M. de Massey has left a long account of his travels and work in California,* from which we glean some interesting first-hand information about his work on the Public Balance with a few side lights on previous attempts to found foreign journals in the city. The printing office of this paper burned in a tremendous fire which swept San Francisco in May 1851 and the paper went out of existence.

The trials and tribulations of French journalism in San Francisco were similar to the attempts to establish papers in other languages. It was not until 1854 that foreign language papers became firmly established as daily publications and these were successful only in the French and German tongues. The California Demokrat is actually the oldest foreign language newspaper in San Francisco which is still in existence. Today it is issued weekly.

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*Quarterly of the Society of California Pioneers, Vol.XII No. 2, 1927

I

FRENCH
ITALIAN
SWISS

FRENCH JOURNALISM IN SAN FRANCISCO

L'ÉCHO DU PACIFIQUE, LE COURRIER DE SAN FRANCISCO, FRANCO-CALIFORNIEN

Probably the most outstanding personality in French journalism in San Francisco was E. Derbec, founder of the first successful French daily here! Derbec had previously been connected with the English language paper, the Evening Picayune (established August 3, 1850)* published by Dr. J. H. Gihon and edited by P. A. Brinsmade, assisted by W. W. Shepard. Derbec conducted a number of French columns in this paper until the Picayune was burned out in the fire of May 1851.

From the time of the fire which destroyed the Picayune until Derbec started L'Écho Du Pacifique on June 1, 1852, the French population of San Francisco was without a newspaper in their own language. It is worth noting, however, as a matter of historical interest that the French language appeared in the records of San Francisco journalism at an earlier date than German. This was due to the fact that France had already entered her bid for the construction of an empire in Mexico at that time and many of the French immigrants to that country had come north with the gold rush.

Although, as Ernest de Massey stated in his journals: "The French population is still too poor, too scattered, and too nomadic, and the means of communication is too expensive

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*The Picayune was the first Pacific evening daily.

and uncertain for success to crown such an enterprise...."* nevertheless the basis for Derbec's venture seems to have been laid by 1852, for the journal he published came out as a tri-weekly and had a fair degree of success from the start.

The fourth page of L'Écho Du Pacifique was in Spanish, and was called El Eco del Pacifico. In January 1856 the Spanish page developed into a separate paper, also owned and edited by E. Derbec.

Associated with Derbec was Emil Marque, who was editor of the paper. Marque had a long record of work in the field of French journalism in this city before his name disappeared from the records. The office was located at 617 Sansome street. When the paper became a daily on January 1, 1856, four years after it started, Courrier de San Francisco became the weekly edition. A steamer edition, timed for publication with the sailing of the steamers to Europe, was also issued.

By January 1, 1856 the paper was 28 by 42 inches in size. Subscription rates were reported as the highest in San Francisco for the daily, weekly and steamer editions. By 1863 the name of the paper was changed to Courrier de San Francisco under which title it continued as an independent daily and weekly until 1872. After this date, although presumably still in existence, no definite information about the paper is available except a mention of its publication in 1884.

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*Quarterly of the Society of California Pioneers, Vol. XII No. 2, 1927.

During all this period the size of the paper remained unchanged, but in 1875 the size was reduced to 28 by 40 inches.

Circulation figures for 1871 were given as 2800 for the daily, 1500 for the weekly, and approximately 600 for the steamer edition. By 1873 circulation had dropped to 1000 for the daily and 1200 for the weekly. However this decline lasted only a short time. The circulation increased to 3000 daily, 2000 weekly, and 1000 for the steamer edition by 1884. Throughout this entire period this paper had less fluctuation with respect to ownership, editorship and circulation than any other foreign language paper in San Francisco. The same can be said with respect to size and form.

In 1871 competition with another French journal,* which started out as a weekly and became a daily shortly afterwards, forced a revision in the subscription rates of Courrier de San Francisco. In 1884 Courrier de Franco-Californien lowered its subscription rate of $12 for the daily and $5 for the Sunday paper, to meet competition. The size of the paper was 24 by 36 inches. This size was retained until 1887 when it again changed to 26 by 40 inches, subscription prices rising to $13 for the daily. By 1890 the paper had reached a circulation of approximately 3000 a year. This circulation was retained throughout the 1890s and the name of the publishers listed as Le Franco-Californien Publishing Co. By 1902 circulation had reached 5000 and the annual subscription price

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*Le Petit Journal

had been altered to conform with the increased competition of other French papers, $11.50 for the daily and $5 for the weekly.

At this time A. Lusinchi was editor of the paper, with offices located at 330 Jackson street. Circulation in 1915 was given as 1700, and the paper was published with the weekly edition on Monday, with no Sunday paper. In 1920 circulation increased to 2000 with a Sunday paper being issued to the number of 2680 copies. In 1928 the paper was amalgamated with another newspaper L'Écho de L'Ouest, issued by a publishing company of the same name, with A. Lusinchi continuing in the role of editor. The weekly paper at that time was called Courrier de San Francisco.

FRENCH LANGUAGE PAPERS

1851-1880

Prior to the establishment of Derbec's successful L'Écho Du Pacifique there had been two attempts to found French newspapers in the city. Le Californien appeared on January 21, 1850. It was issued in foolscap size 14 by 17 inches and lithographed, because at the time it was impossible to obtain the accented French type in San Francisco. This publishing attempt was made by Jules de France soon after he reached California, using the press of Doctor Briot. Three or four numbers, humorous in policy and content, were issued, The only thing gained by the venture was the title of the first French paper in San Francisco and a number of debts which could not

be liquidated, resulting in a merger with the Public Balance.

Again in September 1850 another attempt was made, this time with better equipment and under what has been labeled better management. Octavian Hoogs, who had a few dollars and some credit, leisure and Yankee ingenuity,founded a paper, La Gazette Republicaine, which appeared tri-weekly, the first issue on September 12. It died, however, after a few issues and the field remained clear for L'Écho Du Pacifique.

Following the publication of Derbec's paper there were a number of unsuccessful attempts at competition. On June 16, 1853 the daily Present and Future was established by Dr. E. Theller, who acted as editor. One half of the paper was printed in French and entitled Le Present et L'Avenir. M. Lachapelle was editor of this section. On August 1,the French department was discontinued and the title of the paper changed to Public Ledger. It died in March 1854.

In October 1853 the Messager, a French tri-weekly was begun by L. Albin, with M. Lachapelle, formerly connected with the Present and Future as editor. This paper lasted for three years, suspending publication on March 31, 1856. A list of the French papers belonging to the period of 1854 and 1855 is included in the appendix. The only one lasting longer than a year was Messager. The English language papers of that period, however, carried French departments, notably The Star, Picayune, Morning Post, Whig and Globe.

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On July 22, 1855 P. Heitzberg, A. H. Rapp, and W. M. Hinton started Le Phare, a French semi-weekly paper. Its policy was "republican and hostile to Napoleon and his administration" and it proved extremely popular for a time. It was enlarged from its original small size to 18 by 24 inches and made into a daily; but went out of existence in 1863 at which time it was owned by Thiele and Nueval, two associates who later attempted to establish other French journals.

In 1863 Leon Chemin took over the bones of Le Phare and started L'Union Franco-Americain, a weekly located at 517 Clay street. It called itself an independent paper and enjoyed a degree of success. In 1865 the name of the paper was changed to L'Independent, and it was taken over by Nueval in partnership with Chemin. At this time it also changed its headquarters to 617 Commercial street. It expired in 1867.

Chemin, who took over L'Independent, was previously connected with the establishment of Le Courrier des Ameriques, a daily which he printed in conjunction with another partner by the name of Eng. Le Courrier lasted less than a year following its founding in 1863.

La Ruche Litteraire was a weekly started in 1863 by L. Albin with P. Dezaux as editor. It was reputed to be a literary paper and lasted less than a year.

T. Thiele, who had been connected with the publication of Le Phare when it went out of existence in 1863, started publication of L'Union National, a French-Italian

journal in 1868. This paper was issued daily except Monday. The publisher was also the editor. Circulation had reached 650 by 1871, which indicated a none too prosperous existence. The size was four pages, 28 by 42 inches, and the subscription price was $20. It went out of existence the same year it was founded.

It was not until 1871 that a French paper was started which gave L'Écho Du Pacifique any real competition. In that year Georges Francfort took over the remains of L'Union Franco-Americain and L'Independent and started publication of Le Petit Journal, a French Republican paper. It started as a four page weekly 24 by 36 inches in dimension, reached a circulation of 600 in 1875, then boomed to 1000 by 1878. By 1876 the paper had become a daily with subscription prices of $12 for the daily and $5 for the weekly. In 1879 the paper returned to a weekly and the size was increased to 28 by 42 inches after some previous experiments in size. Ed. S. Labadie & Co. were the owners of the journal in 1885, when it went out of print. It was being issued on Mondays with a circulation of less than 1200.

Le Petit Californien started publication about 1890 and was owned and edited by Emil Marque who had previously been an editor on L'Écho Du Pacifique. The paper was located at 8 Montgomery street and reached a high circulation of 1500 before declining and going out of print in 1899.

In 1897 P.S. Bergerot started Impartial Californien,

which lasted until 1909. In 1897 Leo Badgathy took over the paper, then located at 729 Montgomery street. It was a weekly, size 15 by 22 inches and published on Saturdays. Circulation was constant at the 500 figure until 1905; in 1906 it reached a peak of 750, and then dwindled until 1909 when it ceased publication.

In 1908 Leon L. Roy started publication of L'Écho de L'Ouest which appeared every evening except Sunday. The Tuesday edition was issued as a weekly and subscriptions were $7.30 a year for the daily. The size of the paper was 16 by 21 inches, circulation in 1920 being approximately 900 for the daily and 1800 for the weekly. The amalgamation with Courrier Du Pacifique was effected in 1920 and Lusinchi took over the editorial office. Lusinchi's paper originally had been Franco-Californien which had inherited indirectly the appurtenances of what had been the oldest French language paper in the city. As a consequence Courrier Du Pacifique today gives its date of original publication as 1852; and claims for itself the title of the oldest foreign language newspaper in San Francisco, technically antedating the California Demokrat.

ITALIAN LANGUAGE PAPERS

LA VOCE DEL POPOLO

Because Italian immigration to California started at a later date than either German or French, Italian journalism in the city naturally came into existence much later than the others. It was not until 1859 that the first Italian journal was actually established, excluding La Cronaca Italiana which began in 1854 as a page of a Spanish paper. At that time La Cronaca was probably sufficient to satisfy the needs of the Italian population, which was less than 1500 from 1853 to 1854, according to the Annals of San Francisco.

In 1859 G. B. Cevasco founded La Voce del Popolo and without a doubt this paper enjoys the distinction of being one of the three most successful in the foreign language field of San Francisco to the present.

La Voce del Popolo was originally founded as a weekly. In 1868 G. Norton was listed by Rowell's Newspaper Directory as the editor of the paper, and in 1870 Cevasco was still the proprietor. The editorial department was directed by Carlo Dondero. The paper was 26 by 38 inches and had a circulation of 4600. Subscriptions cost $5.50 and in 1870 the Italian paper L'Eco della Patria was bought out. From 1875 to 1880, circulation took a downward trend, but in 1882 the paper was expanded to a semi-weekly, 24 by 36 inches, and subscription rates were increased to $6.

In 1885 the paper became the property of a partner-

ship consisting of Cevasco and Paride Canessa with offices located at 535 Washington street. La Voce del Popolo became a daily in 1891 to meet the growing needs of the Italian language field.

A weekly paper was added in 1895 as the result of the amalgamation with another Italian paper Eco della California, owned and published by Carlo Pedretti and Sons. The circulation reached the figure of 4500 in the subsequent three years, while in 1906 circulation rose to 5000 and continued to grow. The paper was a six page daily with a four page weekly.

In 1909 E. J. Cevasco became the full editor and publisher of both La Voce del Popolo and Eco della California. Carlo Pedretti resigned to establish another weekly Italian newspaper in the city, in direct competition.

The editorship was taken over in 1916 by Carlo Borreo, the name of the publishers being given as Voce del Popolo Co. By 1915 the circulation of La Voce reached 8500, increasing to 11,000 in 1920. Paul de Martins undertook the editorship of the weekly Eco della California in 1919; but in the same year the publication of this weekly ceased, and La Voce del Popolo continued as a straight daily evening paper, except Sunday. O. D. Ronchi became editor of the Voce in 1919 and has continued in that capacity ever since.

During the past decade La Voce del Popolo has been affected by the recent immigration laws in the same way as the other foreign journals in this city. Circulation which is

spread over the Pacific Coast has had a tendency to decline, as the only market is the first generation among the Italian population. The rising generation almost exclusively patronizes the English language press.

L'Eco della Patria was started in 1868 by F. Biesta who acted both as editor and publisher. This paper was issued semi-weekly on Wednesday and Saturday and in 1870 had a circulation of 800. In that year the paper consisted of four pages, size 24 by 36 inches, with a subscription price of $10 per year. It combined the same year with La Voce del Popolo, the oldest Italian paper in San Francisco. The paper's location when it was founded was 415 Washington street, according to the San Francisco Directory for 1869. A cut of the paper in Rowell's Newspaper Directory of 1870 shows its advertising rates for that period as follows:

1 column;	1 month -- $40;	3 months --	$80
1/2 column:	1 month -- $25;	3 months --	$50
1/4 column:	1 month -- $15;	3 months --	$30
1/8 column:	1 month -- $ 8;	3 months --	$16

With the merger of La Voce del Popolo and L'Eco della Patria the new paper was issued as a semi-weekly until the issuance of a daily paper in 1891.

Competition in the Italian language field was never very great until 1894 and later. During 1894 Il Secolo Nuevo was started by Cesare Crispi who has since been continuously connected with the field of Italian labor journalism. This paper was 20 by 36 inches. Its offices were located at the

same place as those of Eco della California which started one year later.

Il Messaggiero, another Italian language paper, started publication in the same year as Il Secolo Nuevo and later took over publication of that paper. Located at 638 Montgomery street when founded, it moved to 1421 Mason street in 1899. Il Messaggiero went out of publication after 1900 when it took over publication of Il Secolo Nuevo. This paper was then located at 402 McAllister street and had reached a circulation of approximately 4200 in 1906, but circulation declined after that date and sometime before 1909 the paper went out of existence.

Eco della California, which started in 1895, was the work of Carlo Pedretti, now the editor of an Italian anti-fascist paper. Eco della California became the weekly issue of La Voce del Popolo for a number of years, being discontinued after 1919. Circulation of Eco della California never reached over 900, even after its amalgamation.

L'Italia, started in 1897, is today the largest Italian newspaper in San Francisco. This paper is remarkable largely because of the phenomenal speed with which it established itself in the city and the consistency with which the circulation has grown. The editors and publishers at the time of its founding were G. Almagia and Ettore Patrizi. In 1909 Mr. Patrizi was both the editor and publisher. It is an evening daily. In 1898 it claimed a circulation of 2000. In 1900

the paper was located at 629 Washington street; then a daily, it issued La Vita as a weekly supplement. In 1902 the size of the paper was reduced to 16 by 22 inches. In 1913 circulation hit 13,500, easily making it the largest Italian newspaper.

Its subscription price has been consistently the same, $6 per year. The circulation boomed to 15,000 in 1915, and it is claimed reached 17,000 by 1920. Patrizi was still the editor in 1930 and has retained that position since, although the name of the publisher is given as the L'Italia Press. In 1930 circulation hit the highest mark, but since then has not increased to any considerable extent.

Several Italian language papers of short life were started between 1877 and 1893; La Scintilla Italiana in 1877, La Verita in 1889, and La Vespa in 1893. La Scintilla Italiana was edited by F. Monguzzi and published by J. F. Fugazzi. It was a weekly appearing on Wednesday, size 23 by 32 inches, with subscriptions selling for $7.50. It had a circulation of 2000 before it finally disappeared.

La Verita started and finished as an Italian Catholic publication, size 18 by 24 inches, with Luigi Muzio as editor and publisher. It discontinued publication about 1892. The press was probably taken over by one of the later papers since one of them had the same address.

La Vespa was a small paper, size 14 by 21 inches, with A. Nobile as editor and publisher. It appeared on Saturdays. There is no record of when the paper discontinued;

neither Ayer's nor Rowell's directories for 1894 give any account of it.

The publication of La Lega Italiana began in 1900. It was a four page paper, size 14 by 21 inches, selling for $3. The year 1902 saw the finish of this publication.

Tribuna was started in 1903 by C. Martini. It was located at 628 Montgomery street, the former headquarters of one of the other Italian papers. It was a sheet, size 16 by 20 inches, issued weekly on Saturdays and selling for $1 a year. Circulation had then reached 3789; by 1921 circulation increased to 5300; and ended in 1922, combining with the Catholic Italian paper L'Unione and the subscription price was increased to $2. The new paper was called L'Unione e la Tribuna, but was abbreviated in 1931 to L'Unione and became the organ of the Italian Catholics in San Francisco. In 1934 Rev. O. R. Balducci was editor; but in 1935 S. U. Olivieri succeeded him. The circulation of L'Unione e la Tribuna reached the figure of 6200 in 1926 but declined to 5400 by 1930 and has been declining since, as have the rest of the foreign language papers in this city.

Terra was started in 1906 by A. L. Cole and E. Travaglio. It was a weekly of four pages, size 16 by 22 inches, with a circulation in 1910 of 2750. The paper declined from this point and went out of existence in 1912.

L'Unione was born in 1931 at 550 Montgomery street. It was a Catholic paper issued by the Italian Catholic Union

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and subscriptions sold for $2 per year. In 1922 this paper had combined with the Tribuna. Its further career is reviewed elsewhere.

Probably the last successful attempt to establish a new Italian paper in this city was Il Corriere del Popolo. It was started in 1911 by Carlo Pedretti, a man of some background in previous publishing ventures. Carmelo Zito is the present editor.

It began as a semi-weekly but now appears only on Fridays. Subscriptions sell for $3. The paper is 16 by 21 inches. It is strongly anti-fascist and its subscriptions and circulation are drawn largely from that element of the Italian population. Circulation figures are not available.

Sunny California was the last Italian newspaper started in San Francisco. The attempt was made in 1923 and the paper passed out of existence in 1927. The subscriptions were $1 per year, during the brief period of its circulation.

SWISS JOURNALS OF SAN FRANCISCO

All but one of the Swiss papers started in San Francisco were printed in Italian. The Swiss are a multilingual people, but evidently the majority who emigrated to California had a preference for Italian. The first publication in this language in San Francisco was started in 1879. La Colonia Svizzera was issued every Saturday. The paper was originally started by F. Epson who was connected with another Swiss-Italian paper founded contemporaneously. George F. Cavalli became editor in 1884 but left four years later, returning in 1906. The publishers were then listed as the Swiss Publishing Co. In 1919 the paper was annexed to Elvezia, another Swiss-Italian paper, and became the property of G. E. Antognini, with offices located at 525 Montgomery street. It had become an eight page paper, size 18 by 33 inches, with an annual subscription price of $5. In 1920 Arnold Battaglini took over the editorial office and by 1927 circulation reached a figure of 3400, from which it declined to approximately 2700 in 1930. It has remained relatively stable at this figure since. The paper today is located at 580 Washington street and is the only existing Swiss-Italian language publication in the city. Leonard D. Bottinelli is present editor.

Elvezia, a Swiss-Italian language paper, was started in the same year as La Colonia Svizzera, 1879, by Vincenzo

Papina,* editor and publisher. The paper was a weekly issued on Saturday, and devoted most of its space to agriculture. In politics it was a mildly liberal Republican. It started as a four page paper, size 24 by 36 inches, with a subscription rate of $5.50 per year. In 1881 the size of the paper was changed to 26 by 38 inches. In 1884 the circulation was 1000. George F. Cavalli became editor and publisher in 1885 and numerous changes followed for the next ten years.

In 1889 the paper was taken over by Paralli and Toguazzi. It was then located at 13 Montgomery street. The publication date was changed from Saturday to Monday. The circulation was approximately 1500. In 1891 George Cavalli again took over the paper and it became an eight page journal, size 15 by 22 inches. In 1892 the paper was made into a semi-weekly and issued on Wednesday and Saturday, size 20 by 26 inches. In 1893 it was issued on Saturday only. It was owned by Rheghetti Bros. in 1903. Circulation reached 3000 in 1919, when it was absorbed by La Colonia Svizzera which is still published.

Independente was another Swiss-Italian paper started in 1880. Franciola and Zeiro were editor and publisher, respectively. The paper reached a circulation of more than 1000 by 1884. It was a four page paper, size 24 by 36 inches, when

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*Bunje, E.T.H., Schmitz, F. J., and Penn, H. Journals of the Golden Gate.

founded, but grew to 26 by 40 inches in 1884. A semi-weekly, it was issued on Tuesday and Friday. This paper was published by A. Pepino & Co., editor and publisher, with a circulation of over 1000 when it expired in 1903.

Schweizer Journal was a Swiss-German paper, the only one attempted to date in San Francisco. It was started in 1919 and sold for $2.50. The paper was located in the De Young building when the publication was started. Circulation reached 1400 in 1923 and increased to 1700 by 1925. It reached a high mark of 3000 in 1939, when John D. Hutter became editor. The paper is today located at 717 Market street and is actually a competitor in the German language field in San Francisco.

II

GERMAN JEWISH

THE GERMAN LANGUAGE PRESS IN SAN FRANCISCO

CALIFORNIA DEMOKRAT

The California Demokrat, a German language paper, issued today as a weekly, is without doubt the oldest foreign language publication in San Francisco. Originally named the Staats-Zeitung, it was established in 1852 by Jacob Haehnlein, with Karl Krug as editor. It was purely a political organ. It was renamed Freie Presse and a suitable alteration was made in its politics with regard to the Vigilante Movement of 1852. It was merged with the California Demokrat in 1854 and appeared as the weekly issue of that paper. Before passing into the hands of the Demokrat it was issued as a daily.

In September 1852 the California Demokrat made its first appearance as a weekly. It was launched by J. A. Reichart and Dr. V. Loehr. One of its earliest editors was M. Gruenblatt, who was connected for many years with German language papers in this city. The Demokrat became an independent paper in 1856 and was friendly to the "Vigilance Committee" of that period.

By 1868 the Demokrat was a daily and the Staats-Zeitung appeared as its weekly edition. Fred Hess was the publisher, with offices on the northwest corner of Sacramento and Kearny streets. By 1871 the paper had attained a circulation of 3500 daily and 2500 for its weekly edition. It was a four-page daily, size 27 by 41 inches, while the weekly edition measured 24 by 36 inches. Subscriptions cost $10

for the daily and $5 for the weekly per annum. In 1872 it was enlarged to eight pages although the rates remained the same. Circulation dropped during the early 70s but rose again during the latter part of the decade. In 1875 the size of the paper was changed to 28 by 44 inches for the daily and 32 by 46 inches for the weekly. Subscriptions to the daily were increased to $12 while the cost of the weekly remained the same. In 1874 it began to issue a Sunday paper called the Chronik which was 24 by 36 inches and the Sunday issue ran to four pages. In 1878 daily sales amounted to 2000, weekly sales to 1800, and the Sunday edition 2000. In 1881 the size of the daily was again changed to 26 by 39 inches, the size of the Sunday and weekly editions remaining the same. Further changes in size were effected in 1882 when the daily and Sunday editions were altered to 28 by 40 inches.

Circulation in 1884 was 3000 daily, and 5000 for the weekly and Sunday editions. The size was again altered in that year to 26 by 40 inches for the daily, and 32 by 46 inches for the weekly and Sunday editions. The size of the weekly and Sunday paper was again altered in the same year to 42 by 46 inches. In 1878 the name of the Sunday edition was changed from Chronik to Sonntagsblatt.

After long years of competition with its contemporary, Abend Post, the subscription rates for the Demokrat were lowered in 1893 to meet those of its competitor. The

daily price was lowered to $7.80; the Sunday and weekly reduced to $2.50. The office was located at 411 Bush street. The daily edition was 20 by 26 inches, and the weekly and Sunday edition 18 by 22 inches. During all this time M. Gruenblatt remained editor of the paper. Circulation figures for the period 1890 to 1900 averaged 3000 for the daily and 5000 for the weekly. In 1892 the weekly and Sunday papers were increased to eight pages, the daily retaining its four pages. Max Bergheim was editor for ten years, taking up his duties before the turn of the century.

By 1906 circulation for the daily paper had increased to 8000 and the figures for the weekly and Sunday paper had jumped to 10,000. At this time the paper was 16 by 21 inches in size, approximately the same as the present day edition. In 1903 the Demokrat took over control of Abend Post.

Circulation reached its highest point in 1918 with a daily edition of 9360 copies and 14,000 on Sunday. However, as an aftermath of the war, the daily and Sunday papers were discontinued for more than a year and the California Demokrat, San Francisco's oldest foreign language paper, became a weekly. Emil Goldschmied bought the name and the subscription list. The office was moved to 443 Pine street. The subscription price was $3 and circulation was reduced to approximately 4300.

In 1925 the paper was again moved to 632 Mission street, and in 1926 complete ownership was changed to Emil

Goldschmied, editor of the German language paper New San Francisco, which started in 1909. In 1930 Carl R. Bruell and Emil Goldschmied were the editors and publishers of the paper and its circulation was in the neighborhood of 4900. The paper is still under the same control with approximately 4500 circulation, the slow growth being largely ascribed to the limitation of immigration, since passage of the immigration laws which set a quota on the influx of foreigners to the United States. Its recent policy with regard to the present situation in Germany has been one of neutrality toward Nazi Germany, but extremely critical of the Reich's activities against the German Jews.

ABEND POST

Following the establishment of the California Domokrat several unsuccessful attempts were made to found a German language paper in competition with it. A. J. Lafontaine, who in 1859 successfully published the Abend Post, first attempted to found the Abend Zeitung on September 25, 1854. The editor of the paper, J. Behrens, was a co-partner with Lafontaine in the undertaking. "The paper had no very peculiar character, and lived only three months" according to Kemble. This attempt was a daily.

The San Francisco Journal, a German morning daily, was the next attempt in 1855 by Ruehl & Co. Julius Froebel was the editor, and Kemble remarks: "Mr. Froebel made his paper a very valuable and instructive one -- really one of the

best in the city in its editorial department." The paper did not last very long. Julius Korn replaced Froebel early in 1856, and the paper ceased publication a year and a half later. No figures on the size of circulation are available.

In the same year, 1855, another German paper, the Criticus was begun by Silversmith and Taffia. It was a humorous illustrated weekly. In September of that year it changed over to an English paper and expired two months later. No known copies of the paper are extant.

Another attempt at issuing a German daily in 1855 was the Deutscher Demokrat, published by Wagner and Geilbrecht, which expired within a few weeks.

In 1859, A. J. Lafontaine, connected with the previous German paper Abend Zeitung founded the Abend Post, which he sold shortly afterward to Charles, Adolph and Leon Samuels. The paper was issued as a daily, and was successful from the start. It was next sold to Leo Bloesser & Co., and in 1868 was taken over by Lomler, Huefuer and Cohnheim. Cohnheim assumed the editorial responsibility.

In 1871 the editorial staff consisted of A. Ebermeyer, F. R. Schindler and D. Klintworth. Circulation was 3840 for the daily and 2000 for the weekly edition. Size of the four-page daily was 24 by 36 inches, and of the weekly 28 by 40 inches. Subscriptions for the daily were $10 and for the weekly $4. The Abend Post was a very successful competitor of the Demokrat whose circulation was approximately the same, although the latter's subscription rates were higher. In 1872

Klintworth disappeared from the staff of the paper but later was involved in founding another German language paper. In 1872 the publishers of the paper were Huefuer, Herzer and Schweller, but the same year Schweller severed connections with the company and Schindler and Sarcander took his place. They changed the size of the paper to 28 by 40 inches, which was increased in 1875 to 29 by 46 inches. Circulation dropped during this period, similar to the decline which took place in the circulation of the Demokrat. In 1878 Rudolph Thoman became editor of the paper. Circulation at that time stood at the 2000 figure for the daily and 1200 for the weekly.

In 1879 the size of the daily was 28 by 42 inches and the weekly 29 by 46 inches. In 1882 F. W. Lowenfels became editor. He was succeeded in 1885 by Hugo Herzer who became editor and manager. In 1886 the size of the paper was 26 by 40 inches, with almost continuous changes in size in the daily and weekly until 1893 when the paper began to approach the average size of the present day editions. The daily and Sunday papers were 18 by 22 inches, the weekly paper being a larger size issue, 23 by 29 inches.

In 1888 subscription prices were lowered to $8 for the daily, the weekly remaining at $2.50. The following year the paper moved to 313 Bush street and Adolph Samuels, who had been connected with it in 1859, assumed ownership as well as taking the editorial office. Circulation at this time was given as 5000 for the daily. In 1893 subscription prices

were again lowered to coincide with the subscription rates of the Demokrat, the figures being $7.80 for the daily and $2 for the weekly and Sunday paper.

In 1897 the office of the paper, previously located at 313 Bush street, was moved to 535 California street. Circulation declined slowly but steadily and the paper finally was taken over by the Demokrat in 1903 at which time the circulation for the Abend Post was given as 2250. Its collapse was hastened because it took the brewmasters' part in their dispute with the workers in breweries.

CALIFORNIA JOURNAL 1870

DER DEUTSCHE AMERIKANISCHE GROCER 1871

SAN FRANCISCO HUMORIST 1872

From the 1850s until 1870 the California Demokrat and the Abend Post had practically a clear field in the sphere of German language publications. It was not until 1870 that any rival paper made an attempt to inject itself into their monopoly. At that time the California Journal was started by D. Klintworth, one of the former associates in the publishing of the Abend Post. The paper had a steady life until 1884 at which time it combined with the Sonntagsgast. With this combination the new paper issued a literary supplement by the name of Sonntagsgast and the owners incorporated as the California Publishing Company. Subscriptions were increased to $3 from the previous price of $2.50. In 1885 circulation was above the 2000 mark and the size of the paper was 26 by 40 inches.

The California Journal was a Saturday weekly, but with the addition in 1873 of the Sonntagsgast a Sunday edition Journal und Sonntagsgast was also issued. There were numerous changes in the size of the paper during the next fifteen years. In 1891 the subscription cost was lowered to $1. The paper at that time was located at 310-312 Battery street, but moved to 410 Kearny street, and the publication was taken over by O. C. Huefuer who had been previously connected with the Abend Post. C. Engelke was connected with Huefuer in this business. In 1893 the paper was an eight page issue. The offices were located at 415 Montgomery street. In 1899 the office was again moved to 320 Sansome street. In 1901 the paper apparently went out of existence since there is no record of the California Journal in any newspaper directory until 1919 when a paper by that name was started by a different individual.

Following the California Journal by one year, Der Deutsche Amerikanische Grocer was started in 1871 by a relative of the Thiele who had been prominent in the establishment of French newspapers in San Francisco. Der Deutsche Amerikanische Grocer was a weekly commercial paper of sixteen pages, size 16 by 22 inches. Subscriptions were sold for $5, and in 1882 circulation was greater than 3000. In that year it amalgamated with the German language paper Journalist and Humorist and the third page of the combined publication was entitled Humorist. The paper was issued on Saturday and continued until 1885 when it went out of business.

The California Express was a morning newspaper, with the exception in 1870 of the Sacramento Union, which was morning and afternoon and also large. Many were delivered by the side of the paper boys on the way to work (Sixteen paper in that time the distribution area was around 40). The paper at that time was Democrat as almost every paper in the County was, and the politician was taken care of. Gaston who had been originally connected with the Alta Cal. Magazine was connected with Bancroft in 1870 building. The paper was on eight pages daily. The offices were located at 418 Montgomery street. In time the office was moved to 606 Sansome street. In 1870 the Times appeared was one of editorial since then it is a copy of the California Alta Journal in any newspaper directory until 1874 when a [illegible] by that name was started by a different individual.

Following the California Express in one year the Daily Evening Bulletin was started in 1871 by a [illegible] of the Pacific who had been president in the [illegible] of Pacific [illegible]. In the [illegible] The Morning Chronicle was a weekly [illegible] paper at [illegible] issued, also in 1871 of 28 inches. Commercial News and Tar [illegible] was in 1872 circulation was growing into [illegible]. Daily [illegible] in Montgomery street. The Morning Herald [illegible] Journal and the Daily Times of the California Publication [illegible] Bulletin. The paper was issued on Saturday and contained total 1825 each in two out of 4 sections.

The San Francisco Humorist was started in 1872 in a period that seemed to be a revival of efforts to establish a new German language press in the city. The author of this attempt was Max Burchardt who retained the editorship of the Humorist even after it was taken over by Der Deutsche Amerikanische Grocer. The paper was a four page weekly, size 28 by 42 inches, with a circulation that reached 1500 in 1875. In that year the paper was renamed Journalist and Humorist. The day of publication was Saturday. Circulation dropped to 1000 in 1876 and continued to fall off until the paper was absorbed by Heufuer & Company.

The Sonntagsgast was started in 1872 by George Wenzel, editor and publisher. It was a Sunday weekly, eight pages, size 28 by 42 inches. Subscriptions sold for $3 and in 1872 amounted to 2500. By 1873 the circulation had jumped to 5250 and the name was changed to the California Journal and Sonntagsgast as the result of the amalgamation with the California Journal. In 1876 R. Thoman, who later became an editor of the Abend Post, joined the staff. The paper was taken over by the Abend Post in 1878 and became the Sunday section of that paper.

THE GERMAN LANGUAGE PRESS 1875-1890

Between 1875 and 1890 there were six attempts to enter San Francisco with new publications in the German tongue. Few of them were successful and went through a series

The San Francisco Chronicle was started in 1865 in a period that marked a [illegible] of efforts to establish a new German language paper in the city. The [illegible] of this [illegible] was [illegible] publishing of the Chronicle were [illegible] in the hands of the Columbia Publishing Company. The paper was a [illegible] paper [illegible], [illegible] circulation from [illegible] in 1870. [illegible] that [illegible] paper was renamed Commercial and Business. The day of [illegible] was [illegible]. Circulation dropped to [illegible] and continued to fall off until the paper was [illegible] to [illegible].

The Morningstar was started in 1872 by [illegible], [illegible] and publisher. It was a [illegible] weekly, [illegible], [illegible] to [illegible]. Subscriptions were [illegible] [illegible] to [illegible]. By [illegible] circulation had [illegible] [illegible] was changed to the California Journal [illegible] Commercial as the result of the amalgamation with the [illegible] Journal. In 1877 J. Ziegler [illegible] [illegible] of the Blood Red, [illegible] the [illegible]. The paper was [illegible] by the Blood Red in 1878 and became the Morning [illegible] [illegible].

The Morning Mercury Plant of Today

[illegible] and [illegible] have [illegible] [illegible] [illegible] with [illegible] publishing [illegible] the [illegible] [illegible]. The [illegible] were successful [illegible] [illegible] [illegible]

of amalgamations with previously established journals or collapsed entirely. The first was Der Wecker, a weekly paper of eight pages, started by F. Schuenemen-Pott who was both editor and publisher. This paper was taken over by H. Brandt and G. Shum but expired the same year that it was started. During its short life the paper was 26 by 40 inches. Brandt, who took over the invalid paper later founded another publication.

In 1878 the weekly Arbeiter Zeitung was started by F. Werner who combined in his own person the positions of editor and publisher. The paper was four pages, size 22 by 30 inches, with a subscription price of $2. This paper also expired in the same year that it was born and gave way to the California Freie Press in 1879.

The California Freie Press was founded by H. Brandt who had taken over Der Wecker. His partner in this new enterprise was Otto Muller. It was liquidated in 1882, three years after it started. The paper was four pages, size 23 by 36 inches, with a circulation of 1500 maximum in 1881 when W. Sozing assumed control of its remaining life.

The weekly California Freie Press was followed by the Pacific Pilate which was founded in 1880 by F. G. Gerhardt, editor and publisher. Subscriptions were sold for $2.50 and the size of the paper was 24 by 36 inches. The paper consisted of four pages and by 1885 had reached a circulation of 1000. It was published on Saturday and was independent in politics. Offices were located at 1827 Howard street. In 1889 its size

a partnership with commercial entrepreneurs Bennett in California editorial. The first was The Bookman, a weekly report of other books, edited by R. Schwerdtfeger-Kell and was both critic and publisher. This place was taken over by R. Hyatt and R. Tuer for another one year that it was electric, because the month with the paper was sold by an Lennox. Perhaps, one was the actually paper issue Fourteen Bookman publication.

In 1890 the weekly Publishers Circular was printed in Toronto. The combined in his own person the positions of publisher and editor. The paper was four-page, size 22 by 15 inches, also a subscription price of $1. This paper also printed in the same year. Then it was given one year by the California Trade Press in 1891.

The California Trade Press was founded by R. Ross. Was Sad Ross. and The Publisher. The publication in 1891 was also editor. It was introduced in 1892, from Toronto after it weekly. The paper was four pages, size 22 by 15 inches, with a circulation of 1000 weekly in 1893 when a social advanced department of 111 publishing 1110.

The weekly California Trade Press was followed The Pacific Trade which was founded in 1890 by A. D Bennett, editor and publisher. Subscriptions were sold for $2.50 a year. The size of the paper was 24 by 22 inches. The paper consisted of four pages and by 1890 had reached a circulation of 1000. It was published on Saturday was transferred in publishing offices were located at 1327 Howard Street. In 1892 the size

was reduced to 18 by 24 inches. It had a circulation of 1000 at the time of its demise.

The only newspaper started during this period which had a successful career was Der Californische Volksfreund, a four page weekly, size 24 by 36 inches, with a subscription price of $2.50. This publication was started in 1884 by Carl August Doeing and Franz Joseph Diepenbrock, publishers, and was the official organ of the German Catholics of San Francisco. A relative of one of the publishers, Melch Diepenbrock was the editor in its early stages. It was published on Saturdays. In 1886 it was increased to eight pages, size 15 by 21 inches. The office was located at 1390 Market street. In 1887 it changed its size to 30 by 44 inches, but returned to the old size of 15 by 21 inches in the following year when August Erz became editor. In that year the circulation of the paper reached 5600. From 1889 to 1892 George Schleyer was editor, then Carl Schaefer took over.

In 1889 the office of the paper was removed to 120 Golden Gate avenue. The size of the journal was increased to 18 by 21 inches and to 18 by 24 inches the following year. Circulation for 1893 was given as 6300. It lasted until 1905 when Henry F. Budde was editor. In 1896 its size was eight pages, 18 by 24 inches, and subscriptions were $2.50. Circulation decreased steadily, falling to 4000 in 1896. In 1906 when the office was removed to 407-1/2 Turk street, circulation had fallen off to 1800 but rose to 2200 in 1905. The

paper passed out of existence in 1906, due to the fire, and there is no later record of it in the newspaper directories.

In 1887 the California Arbeiter Zeitung was founded to attempt what the previous Arbeiter Zeitung had been unable to accomplish, the establishment in San Francisco of a worker's newspaper. Offices were located at 710 Washington street. It was the official organ of the German Labor Union of the Pacific Coast. This shows that more deliberation was used in the starting of this journal than the previous one, since it was bidding for the support of the labor movement.

It was a Saturday weekly of four pages, size 16 by 24 inches. G. Backstein was the editor and publisher. In 1889 the office was located at 636 Clay street. In 1890 the size of the paper was changed to 19 by 22 inches, and circulation listed at 2500. By 1891 it had increased to eight pages, size 16 by 22 inches. Circulation was still listed at 2500 in 1892. The following year it combined with the Tageblatt, which had been established in 1887, and became the weekly issue of that newspaper, a daily of fairly successful proportions while it lasted.

The final unsuccessful attempt of the 1880-1890 period was Deutsche Vereins Zeitung started in 1892 by F. Hoefingoff and H. Maret, editor and publisher respectively. The office was located at 722 Washington street, and the paper was the organ of the German secret societies of that period. The paper was 18 by 24 inches, eight pages. In 1892 it was

taken over by L. Scharrenberg and P. Hoffman when it had a circulation of about 1000. In 1891 its management was assumed by C.Leidecker & Company who located at 321 California street. In 1906 circulation reached 2000 but declined rapidly and the paper went out of existence shortly afterwards.

THE GERMAN LANGUAGE PRESS 1890 to 1910

Relatively few German newspapers were started during this period. Evidently the established German press had intrenched itself and every attempt to enter the field was doomed to more or less of a failure at the start. The only publication which made successful inroads was the Tageblatt, a Socialist labor paper which received wido support from the German population. This labor paper was preceded, however, by the Volks Zeitung Der Pacific Kuste, which survived less than a year. The Volks Zeitung was started in 1891 by the Volks-Zeitung Publishing Company with subscriptions selling for $2. It consisted of twelve pages, size 13 by 20 inches, and had its offices at 429 Montgomery street.

The labor publication Tageblatt, a daily, was started by combining with the California Arbeiterzeitung. The Sunday edition was named the Vorvaerts and the weekly edition was called the California Arbeiterzeitung. The daily ran to six pages and was 15 by 22 inches in size. The Sunday and weekly papers were eight pages. Subscriptions for the daily were $7.50 and for the Sunday and weekly $2 each. The location of the paper was 633 Merchant street and the publishers were

listed as the Tageblatt Publishing Society. Circulation was well over 3000 in 1893. In 1895 the editor was Emil Liess, and the circulation still remained above the 3000 mark. Circulation rose to 3500 in 1897 and the paper was moved to 117 Turk street. The weekly sold 4300 copies, but the Sunday paper was no longer issued. In 1902 E. Ebel became editor of the paper. In 1906 it became an eight page weekly, size 20 by 26 inches. Circulation dropped to 2700. It became the organ of the Socialist party about that time but ceased publication in 1910, when a new paper was started as the German Socialist organ in San Francisco.

The New San Francisco which started in 1909 was destined to take over the California Demokrat, the oldest German paper in the city. It was founded by Currlin and Goldschmeid and was located at 49 Geary street. It was a Saturday weekly, independent in policy. Its size in 1918 was 16 by 22 inches, with a circulation of 2700. It was in 1919 that Goldschmied took over the California Demokrat and the New San Francisco went out of existence as the result of that amalgamation.

The Vorwarts Der Pacific Kuste took over the effects of the Tageblatt when that journal expired and the new publication became the organ of the Socialist party in San Francisco. The offices were located at 141 Albion street. The paper was issued by the German Labor Publishing Company. It went out of existence in 1919.

The latest newcomer was the California Journal, published in 1919 by Hans Dabis at 441 Minna street. A. B. C. Kalkhorst was one of the founders and first editors.This paper still in existence, labels itself progressive in politics and gives strong competition to the Demokrat. It is issued weekly on Fridays and currently lists a circulation of approximately 4500. It makes no attempt to solicit advertising. In 1926 Max Lucke became editor of the paper. He was succeeded by R. E. Rehbach in 1930. The journal is still under his editorship.

JEWISH NEWSPAPERS IN SAN FRANCISCO

The Jewish newspapers of San Francisco, although relatively few in number, are distinguished by their longevity and persistence. Incidentally many of the foreign journals of this city were owned by Jewish citizens, so they played a somewhat prominent part in the early newspaper life of the locality.

All of the Jewish papers were issued on Fridays, just before the Jewish Sabbath so that the papers provided a source of diversion over Saturday. The first Jewish paper in San Francisco, The Gleaner, was started in 1857 by Rabbi Julius Eckman. It was the voice of the Jewish synagogue until it amalgamated about 1868 with the Hebrew Observer founded by William Saalburg in that year. The Hebrew Observer then claimed the distinction of being the oldest Jewish Journal in San Francisco, and the name of the Gleaner disappeared from the annals of the city.

Subscriptions to the Hebrew Observer were sold for $5. In 1871 it was an eight page paper, size 28 by 42 inches, with a circulation of 3168. In 1873 it became a ten page paper, but its circulation declined. In 1884 it varied from an eight to ten page paper with a circulation of approximately 2000. In 1888 this paper combined with another venture in the field of Jewish journalism, the Jewish Times, and became the Jewish Times and Observer.

At this time the publication consisted of eight

pages, size 14 by 21 inches and these dimensions were continued under the new name. In 1906 circulation reached the 5000 mark and Rabbi M. S. Levy became editor, relieving Saalburg who had held the position during the entire previous period. Saalburg remained as publisher. The paper at this time was located at 420 Montgomery street, its original home having been 515 Clay street.

In 1908 Dawson Mayer became the publisher and Rabbi Levy retained the editorial office, located at 264 Pacific Building. The subscription price was reduced to $3. It was then a sixteen page paper, size 11 by 14 inches, with the circulation reaching 8000 by 1910. In 1916 the office was moved to 50 Main street and publication, as well as editing, was taken over by M. M. Barnett. Circulation was given as 8000. Since 1921 no circulation figures are available and the paper disappeared from the records in 1927.

The San Francisco Hebrew was started in 1863 by Philo Jacoby, shortly after the Weekly Gleaner was established and offered real competition. The paper was printed in English, German and Yiddish and by 1871 had expanded to twelve pages, size 28 by 42 inches. Subscriptions were sold for $5.

This paper carried a notice as follows: "The most stores in the interior being in the hands of Jewish merchants the Hebrew circulates in all the Pacific States and Territories. No objectionable advertisements inserted." In 1871 the paper claimed a circulation of 3250, closely approximating

that of its competitor. In 1872 its size was changed to 21 by 28 inches.

In 1873 the size was reduced to 14 by 21 inches and its circulation given at 2500. This size was retained for a long time. By 1884 circulation had increased to over 2000. The ownership and editorship remained unchanged during its entire history, almost setting a record in this respect.

The Hebrew, at the time of its founding, was located at 612 Commercial street and remained at the same location until 1916. In 1900 it consisted of eight pages, size 14 by 22 inches, with a subscription price of $5 and a circulation of about 2000. In 1910 the size was reduced to 12 by 14 inches and four pages, and subscriptions reduced to $3. Circulation in 1915 fell to 1000. It expired in 1923 during the post war feeling which played havoc with many of the foreign language journals in the city.

The Voice of Israel was founded in 1870 by Kaplan and Solomon and lasted four years before being discontinued. It was issued semi-monthly and consisted of eight pages, size 23 by 32 inches. Subscriptions were $3. Its claimed circulation in 1871 was 2500. M. Weiss was editor. However, it lacked the appeal and advertising of the already established papers and expired in 1874.

Emanu-El and the Jewish Journal is a weekly still published. It was founded in 1870 by Rabbi Jacob Voorsanger, a leader among the Jewish population of the city, as well as

an early settler in the West. In 1906 it was still edited by Rabbi Voorsanger and A. W. Voorsanger, his brother, was publisher. In 1926 the latter was both editor and publisher. Emanu-El is a twenty page paper, size 9 by 11 inches. The present editor is Sol Silverman. Several years ago Emanu-El purchased the Jewish Journal which was founded by Eugene B. Block.

Jewish Progress was founded in 1875 by Abe Seeligsohn, who soon sold out to Jacob Voorsanger and the paper combined with Emanu-El in 1890. It was an eight page paper, size 26 by 38 inches in 1884, with subscriptions at $5. Circulation at one time reached the 1000 mark but declined before the amalgamation with Emanu-El took place. The offices were located at 608 Sacramento street. In 1888 the size was changed to 13 by 19 inches, and circulation listed at 750. Shortly thereafter the paper became the property of Voorsanger Brothers and ceased publication as the Jewish Progress.

A brief venture in the publication of a paper in Yiddish was the Jewish Voice, which started in 1912 as an independent organ. The office was located at 340 Sansome street. The paper was of small average size, 15-1/2 by 20 inches. Circulation in 1915 was approximately 12,000. Its phenomenal growth declined just as rapidly, for there is no record of the paper after 1917. The editor was Charles Worstman.

III

HINDUSTANI
JAPANESE
KOREAN
CHINESE

HINDUSTANI NEWSPAPERS IN SAN FRANCISCO

The "Hindustan Gadar" was started in 1917 during the World War. It was a revolutionary organ dedicated to agitation for the freedom of India and for an anti-British policy by Hindus in America. It printed editions in Punjabi, Urdu, Gujarati, Afghan, and Gurkha. The publisher was an Indian by the name of Ram Chandra. During publication offices were located at 436 Hill street. The size was 9 by 13 inches, the editor Bish Ah Singh. The persons connected with this paper figured in a trial in the United States Federal Courts November 21, 1917, at which time one of the defendants was shot dead in court by United States Marshal James B. Holohan, who later became the warden of San Quentin Penitentiary.

JAPANESE AND KOREAN NEWSPAPERS

In 1894 the Japanese New World (Shinsekai) made its appearance as an independent weekly, and was located at 950 Geary street. The paper was eight pages, size 17 by 22 inches, with a circulation that reached 5000 in 1910. Subscription rates were $9 per year. In 1906 T. Kuranaga was editor and Kuranaga & Co. were the publishers. In 1913 Goroku Ikeda became editor and S. Yamamoto took over the publication, and in 1916 S. Yamamoto took over the editorial office as well. In 1921 T. Furuya became editor and it was published by the New World, Inc., with circulation figures listed at 13,000. In 1936 the paper merged with the North American Morning Sun (Hokubei Asahi) and continued under the latter's name.

The Japan Herald began in 1897 as a daily of eight pages, size 14 by 20 inches, issued every morning except Sunday, and located at 620 Merchant street. G. G. Okada was the publisher. The paper was later taken over by the Japanese American which in turn became the Japanese-American News (Nichibei). In 1900 Kobayashi was editor of the Japanese-American which then consisted of eight pages, size 17 by 22 inches. Its circulation reached 12,000 by 1915. In 1918 the size was increased to 20 by 17 inches and distribution was stable at the 12,000 mark. By 1930 circulation had increased to 16,000 but has been declining since. K. Akibo became editor in 1916 and holds the position today. About 1928 (while still the New World) an English section of 1-1/2 pages was started. In 1938 the Japanese-American News had 2-1/2 pages in its English section, with Larry Tajiri as the English editor. This newspaper is now owned by the Zellerbach Paper Co. in default of bills owed.

The North American Morning Sun (Hokubei Asahi), a Japanese daily allegedly non-partisan, started publication in 1897 with K. Ebina as editor and the New World Sun Co. as publishers. The paper's career closely parallels that of the other two Japanese papers, with relatively few changes in the composition of the staff. In 1936 the Hokubei Asahi merged with the New World and became the New World Sun. The circulation is approximately 16,000 daily, and the size is 17 by 22 inches. Offices are located at 1618 Geary street.

San Francisco News (Soko Shinbun) was a Japanese daily paper of eight pages, size 17 by 24 inches, which started in 1911 and discontinued two years later. During publication the paper was located at 1508 Buchanan street. K.Yoshaoka was the editor.

The only Korean publication issued in this city to date was the New Korea published at 1053 Oak street until 1937, when it moved to Los Angeles. The paper represents the interests of Korean patriots who came to America after the seizure of their country by Japan. It was started in 1908 by the Korean National Association. At the close of 1919 Earl Paik became editor and has continued in that capacity since. Circulation has remained at approximately 700 weekly since 1927. It has a Korean linotype machine, the only Asiatic language machine extant.

CHINESE JOURNALISM IN SAN FRANCISCO

From a very humble beginning in 1851, when Reverend William Speer published a small religious tract of one sheet variously known as the Gold Hill News, Golden Hill News, and Golden Mountain News, the Chinese press has grown until today there are five daily newspapers serving San Francisco and the entire western portion of the North American continent.

THE FIRST CHINESE NEWSPAPER IN SAN FRANCISCO

There are considerable differences of opinion among authorities regarding the establishment of the first Chinese

newspaper in San Francisco; however, the bulk of the evidence points to The Oriental, a Chinese and English weekly,* established in November 1853 by Lai Sam, first Chinese elder of the California Presbyterian Board of Foreign Missions.** This publication, if the earlier religious tract is excepted, was the first genuine Chinese newspaper in San Francisco and the United States.***

William Speer, D.D., Corresponding Secretary of the Presbyterian Board of Education, formerly Missionary in China and to the Chinese in California, in his book The Oldest and the Newest Empire: China and the United States, (published in 1870), tells of the establishment of the first Chinese paper in San Francisco, in November 1853:

> To reach both Chinese and Americans throughout the outside of it, a newspaper named The Oriental was commenced, and published, at first weekly, afterwards monthly. Mr. Lee Kan, who had received a good English education in China, was the assistant editor. It was lithographed in Chinese on the one side and printed in English on the other. The information disseminated in this sheet was of material benefit to the Chinese. Twenty thousand copies of it were distributed the first year. The Chinese during the second year paid for the lithographing of their side by contributions from the (Six - Ed.) Companies. The influence of this paper, of pamphlets

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*An announcement of its forthcoming appearance was published in the Golden Era of October 2, 1853 and described it as being printed in Chinese and Kanaka.

**Speer, William, D.D., The Oldest and the Newest Empire: China and the United States.

***The Gold Hill News of 1851 is listed as a newspaper, American Newspapers 1821-1936, edited by Winifred Gregory under the auspices of the Bibliographical Society of America, 1937.

> addressed to the legislature and largely circulated over the state, and of other agencies--to which many of the most influential gentlemen of the State, connected with various departments of enterprise which were benefitted by the presence of the Chinese, and many intelligent and Christian people, lent their aid were the leading means by which the combination of powerful enemies, who had succeeded in having a law passed in 1854 designed to expel the Chinese from the mines and from the State, or to degrade them to a condition of peonage or to slavery, was defeated, and a repeal of the law triumphantly carried during the next session of the legislature.

Brief mention of the two first Chinese newspapers founded in San Francisco is made by Edward C. Kemble in his newspaper article "The History of California Newspapers," published in the Sacramento Daily Union of December 25, 1858. The earlier, according to Kemble, was the Golden Hill News, started on April 28, 1854.* It was a weekly published in Chinese and was lithographed by Howard and Hudson.** "It did not last long," Kemble reports.

An early history, Annals of San Francisco, describes the Golden Hill News as "...a small sheet of four pages wholly printed in Chinese characters. 'Gold Hills' is the Chinese name (literal translation--Ed.) for San Francisco."

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*The Annals of San Francisco gives the date as April 29, 1854. This was the re-establishment of the Gold Hill News of 1851. It was the second genuine Chinese newspaper in San Francisco and the United States.

**The following notice appeared in the Golden Era of June 18, 1854:- A Post Office for the benefit of the Chinese has been established by the publishers of the Gold Hill News, Messrs. Howard and Hudson, 163 Clay street.

Following the expiration of the Golden Hill News another attempt to establish a Chinese paper was made the following year by the Rev. William Speer, as related by Kemble:

> On January 4, 1855* The Oriental, a newspaper printed partly in English and partly in Chinese, was established by the Rev. William Speer, a Presbyterian clergyman, who had been a missionary in China, and understood the tongue. The paper was religious in character. It existed two years. It was published thrice a week in Chinese, and one of its issues each week had one page in English. Its size was 21 by 28 inches. It expired at the beginning 1857.

The Chinese population in San Francisco in 1853-1854, about the time of these first newspaper ventures, was 3000,** hardly enough to warrant two publications. The Oriental was circulated among the Chinese without charge which seems to imply that its purpose was chiefly missionary and its material largely religious.

ORIENTAL
(Wah-Kee)

It was not until 1875 that a really successful Chinese newspaper became an established institution in San Francisco. At that time the Oriental or Wah-Kee, namesake of the previous paper which had foundered, was started; a description is given of this first successful Chinese Weekly:

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* Evidently Rev. William Speer retired his Golden Hill News, and went into The Oriental which had been established in 1853.

**Annals of San Francisco gives this figure. It coincides with Rev. Henry Cotton's article "Chinese in San Francisco," appearing in Langley's Directory, 1855.

[illegible] the [illegible] of the [illegible] [illegible] [illegible]

> Among the curiosities of the American press are the two newspapers published in San Francisco, California, in the Chinese language. These papers are as widely different from anything else published in this country as it is possible to be. The Oriental (Wah-Kee) was established in 1875 by Yee Jenn, who learned the job-printing business subsequent to his arrival in this country one year previously. He makes use of about 7000 of these Chinese characters, and as he has never been able to import Chinese type to this country, all the characters in the paper are formed by hand with a peculiar ink. The sheet, when thus prepared, is impressed upon a smooth stone, over which is constructed a crude machine answering for a press. Upon the stone as thus impressed each separate sheet of the edition is placed, subjected to pressure, and when removed is found to be printed with duplicate characters. The process is one of primitive lithography. When the edition is worked, the stone is chemically cleaned for the next paper. The contents of Wah-Kee consists of advertisements, some San Francisco local news, and extracts and news from the Chinese press. It is sold at 10 cents a copy, or $5 a year, and claims a circulation of 1000 copies, many of which are sent to China.
>
> The second Chinese paper the Chinese-English newspaper Tong Fan San Bo established a year later (1876), is very similar in contents and appearance, and is prepared and printed in the same manner. It claims a circulation of 750, which is said to be regularly increasing. It is sold at the same price. Both these Chinese journals are weekly.*

The Chinese population at this time, 1875, had grown to 30,000.**

The office of the Oriental (Wah-Kee) was located at 809 Washington street and the paper was printed on Friday. It

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*U. S. Census: The Newspapers and Periodical Press; Third Period; 1835 to 1880, p. 130.

**Langley's Directory.

circulated about 1000 copies most of which were sent to China. In size it was 21 by 28 inches. Publication was discontinued for a period but later, in 1886, it was re-established under the title Oriental Chinese Newspaper. About 1890 its size was altered to 14 by 21 inches, and the annual subscriptions sold for $5 until the paper disappeared in 1903. Its circulation always hovered around the 1000 mark.

Tong Fan San Bo disappeared from the records after 1880. The exact year in which it expired is unknown since neither Rowell's nor Ayer's directories mention it. However, the last reference to it is in the U. S. Census for 1880, at which time there were 21,213 Chinese in San Francisco.

OCCIDENTAL DAILY NEWS*

Sometime in the late seventies, the exact date is unknown, the Occidental Daily News came into existence. The records regarding the founding of this journal are incomplete, and the authorities differ; but there is ample testimony to establish it as the first Chinese daily newspaper in San Francisco. The publication was conducted by Loo Kum-shu, a Marysville-born Chinese, who established the Chinatown Telephone Exchange in 1894 and became its first manager. The following

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*This publication is erroneously reported as the first Chinese newspaper in the United States by Leong Gor Yun in his book Chinatown Inside Out. He gives the 1870s as the time of its appearance.
It was in the seventies, according to Mr. Loo Yee Kern, manager of the Chinatown Telephone Exchange.

comment by Mr. William Hoy appeared in the Chinese Digest for April 10, 1936:

> Sometime during the eighties, when there were something like 85,000 Chinese on the Pacific Coast, which is ten thousand more than the total number of Chinese in the whole continental United States today, the first Chinese newspaper* was founded in San Francisco to purvey news to this great mass of people. This pioneer effort at Chinese journalism in this country was named the Occidental Daily News. It was printed by the old Chinese stone lithograph method, the system of carving characters on blocks of stone and printing it slowly page by page.... At 21, Loo Kum-shu was hired as managing editor of the Occidental Daily News.

The publication never enjoyed a large circulation and went out of existence sometime after 1894, when its manager entered the telephone business. The Chinese population in San Francisco in 1890 was 24,613.**

AMERICAN AND CHINESE COMMERCIAL NEWS

In 1883 the American-Chinese Commercial Newspaper was started by Suey Kee and Company, reaching an estimated circulation of 1000 in the same year. It was a weekly, consisting of four pages 26 by 38 inches, and published on Friday. Subscriptions were $5 per year. It was printed in both English and Chinese. In 1889 the size was reduced to 19 by 26 inches. Circulation during this period remained about the

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*The Occidental Daily News was definitely not the first Chinese newspaper in San Francisco.
**U. S. Government Census.

same, approximately 1000. In 1890 a further reduction in size was made; and finally publication was discontinued in 1901 with the rise of strong competitive papers.

The Chinese population in 1900 had decreased to 13,954.*

TWENTIETH CENTURY NEWSPAPERS

Two Chinese journals which have survived the storm and strife of newspaper life in San Francisco are the Chinese World and Chung Sai Yat Po. Each was established just before the turn of the century.

CHINESE WORLD

In the face of conflicting reports, it is difficult to establish the exact year in which the Chinese World came into existence;** however, it may be definitely ranked as the oldest daily newspaper existing today, antedating the Chung Sai Yat Po by several years. The Chinese World, founded by the Mon Hing Yat Bo Publishing Company with Robert L. Park as editor, was sponsored by Kang Yu-wei, the spokesman for a group of Chinese monarchists while a political refugee in America. Mr. Lim P. Lee, in an article "Chinese Journalism on the West Coast," appearing in the Chinese Digest of November

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*U. S. Government Census.

**The year 1891 is given in the masthead of the Chinese World, on the other hand the American Newspaper Annual and Directory, and the Journals of the Golden Gate give 1892.

[illegible]

13, 1936, says:

> Kang Yu-wei started Mong Hing Yat Po (Peoples Recovery Daily Paper) in San Francisco in 1899, and he advocated constitutional government and a limited monarchy. In 1900 the Mong Hing Yat Po changed its name to the Chinese World and is still in existence under that name today.

Mr. Lee's dates, according to the present publishers, are incorrect. The publication Mong Hing Yat Po was in reality the Mong Hing News founded in 1891, and the name was changed to Chinese World in 1898 according to information furnished by Mr. Richard Fung the present manager of the Chinese World.

After the fire of 1906 this journal was transferred to Los Angeles for a time, but it was acquired by the Sai Gai Yat Po Publishing Company (the present publishers) in 1909,* reorganized and returned to San Francisco, locating at 854 Washington street. A few months later the offices were moved to 730 Grant avenue, and in 1917 the Chinese World settled in its present location, 736 Grant avenue. The process of lithographic printing, used in the beginning, was abandoned in 1898 in favor of the modern lead type.

There are no satisfactory reports regarding the size of the paper and its circulation during the first years of its life; but by 1910 the publication, consisting of sixteen

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*Journals of the Golden Gate gives the year 1911.

pages, size 15 by 22 inches, had attained a circulation of 3000. This figure was boosted to 4950 in 1916, and 6000 in 1917. In the latter year Leong Chew became the editor. In 1920, the year that C. K. Leong took over the reins, the circulation had climbed to better than 7000; it reached 8100 in 1922 but then began to decline for a few years. In 1930 the circulation was 7500. The figures have steadily increased since that time, reaching a peak at 8250 in 1936. Today the circulation is reported to be 8200. It consists of eight pages, size 17-1/2 by 22 inches, and the subscription rate is $12 per year.

The Chinese World during its entire history has been subsidized by a political group with Old World connections. Naturally, its policies have been conservative and its columns carefully edited to eliminate the unfavorable reports of the erstwhile Chinese monarchy. News of a radical nature has been completely ignored. After the founding of the Chinese Republic in 1911, the publication became reactionary. According to the Chinese author Leong Gor Yun, the newspaper started out as a Royalist organ, supported the cause of reform of the Ching dynasty, and following the Chinese revolution of 1911 and 1917, reverted to the cause of the Imperial group in Chinese politics. He quotes the description by some Chinese of the Chinese World as being "a pro-Imperial paper run by pro-Imperial worms."

This publication has been staffed by a number of militant editors from time to time who were strong defenders of the constitutional monarchy. Mr. Ng Chong, a scholar known in the editorial columns as Mung Dip, was perhaps the best informed and the best known.* As editor of the Chinese World he entered into many discussions and debates with opposing members of the other Chinese newspapers in San Francisco. His views of the Chinese Republic were pessimistic, believing that there had been no national reconstruction since the end of the revolution in 1911; that the internal warfare between North and South China was being waged with no high purpose in view; that the principles promulgated by Dr. Sun Yat-sen were too idealistic and impractical; and that the masses were still in the primary stages of education and unprepared for a swift and sudden change in the fundamentals of the government. In turn he advocated a moderate change in government by way of a constitutional monarchy; a course such as was planned unsuccessfully by the Chinese president Yuan Shih-Kai in 1913.

Mung Dip left San Francisco in 1935, residing in New York for about one year and then returning to China. Mr. C.K. Liang is the present editor.

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*At twenty years of age he was the editor of a Chinese newspaper in Hong Kong.

CHUNG SAI YAT PO
(China-American Daily)

The establishment in 1900* of the Chinese daily Chung Sai Yat Po, by a publishing company of the same name, was the work of Dr. Ng Poon Chew, a Chinese Christian. Before entering the newspaper business in San Francisco, Dr. Chew first started the Wah Mei Sun Po(Chinese-American Morning Paper) in Los Angeles, in 1898; and who by some journalists is said to be the father of Chinese journalism on the Pacific Coast, giving them the first Chinese daily newspaper.**

The Chung Sai Yat Po (China-American Daily), recognized as the organ of the Chinese Christians,is distinguished by its frequent change of editors: In 1911 Dr. Ng Poon Chew was in charge; 1916 Liang Wen Wyo; 1917 Liang Hing Wan; 1919 Tang Yik Wan; 1923 Liang Hing Lum; 1926 Dr.Ng Poon Chew; 1935 Ng Lee Yim. Throughout most of its life this journal has been a six page daily with only two changes in size. From its beginning until 1918, it was 15 by 22 inches; then it was increased to 19 by 23 inches; and since 1922 it has been an eight page publication, 17-1/2 by 22-1/2 inches. Originally located at 804 Sacramento street, it was moved to Oakland

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*The American Newspaper Annual and Directory reports the establishment in 1899.

**Foster-father would be more accurate as neither of the publications founded by Dr.Ng Poon Chew were the first in the field.

following the fire of 1906; but in 1907 the paper was re-located in San Francisco. In 1926 the office was moved to its present location, 716 Sacramento street.

Chung Sai Yat Po, translated literally as the "Chinese and Western Daily News," has always enjoyed a wide circulation among the Chinese, especially since 1907. At first the annual subscriptions were sold for $6, but with the passing of the years the price has been increased to $12 to meet the rising cost of publication. In 1910 when the Chinese population of San Francisco was 10,582,* the circulation was listed at 3500; in 1915 it had grown to 4500; and in 1920 it reached its peak of 8500 despite a decrease of 2800** in the local Chinese population. As a business enterprise, this publication has been highly successful, giving an unusual amount of space to lucrative advertisements as compared to the amount of space given to news items. Self-advertised today as "The Leading Chinese Daily Paper Outside of China," its issues reach all parts of the United States, Canada, Central and South America.

Since 1920 increased competition has resulted in a slight decrease in circulation: 7800 in 1925; 7000 in 1930; and 6700 in 1935; but during the past two years there has been an increase to over 8000 copies. In 1936 Dr. Ng Poon Chew died, leaving the management of the paper to his eldest

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*U. S. Census.
**U. S. Census for 1920 gave the population as 7744.

daughter, Miss Mansie Chew, who is still carrying on where her father left off.

Of Chung Sai Yat Po an author remarks:

> It is more a Christian than a Baptist tract; its editorials point moral lessons, and as a result the paper has a limited appeal.*

THE CHINESE FREE PRESS AND CHINESE REPUBLIC

In 1903 the Tai Tung Yat Po Publishing Company started the Chinese Free Press, located at 713 Commercial street. This publication existed from 1903 to 1914, at which time it took over the Chinese Republic Journal, a daily which had been started in 1913 by the Chung Wah Min Kuck Kung Bo Company. The name Chinese Free Press was discarded and the Chinese Republic Journal continued until 1927. The original Chinese Free Press was a daily, size 15 by 22 inches, of eight pages. In 1913 its circulation reached 5000 and the following year, when it was joined with the Chinese Republic Journal, the circulation was still rated at the same figure. During the next ten years there was no increase reported in its circulation; and in 1925 a steady decline to 2000 in 1926 began. The publication ceased one year later.

MISCELLANEOUS CHINESE PUBLICATIONS

In 1904 the Radiator Chinese, a religious monthly,

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*Yun, Leong Gor Chinatown Inside Out.

[illegible] Chen, who is still carrying on where [illegible] left off.

Of Dumas fil [illegible] no author remarks:

> It is more a Christian than a moralist; his philosophy point moral lessons, and as a result the [illegible] has a literary appeal.

THE CHINESE FREE PRESS AND CHINESE REPUBLIC

In 1901 Wu Yo Tung [illegible] established the [illegible] Free Press. Located, at 122 Connaught street. This publication existed from 1903 to 1916, at which time it took over the Chinese Republic Journal, a daily which had been founded in 1913 by the Chung Wa Book Store Company. The name Chinese Free Press was changed to Chinese Republic Journal [illegible] 1914. The original Chinese Free Press was a daily, size 15 by 20 inches, of eight pages. In 1913 its circulation reached 8000 and the Editorial page, when it was joined with the Chinese Republic Journal, the circulation was still valued at [illegible] same figures. During the past two years there was no improvement reported in the size [illegible] a steady decline to 2000 in 1924 began. The publication ceased one year later.

MISCELLANEOUS CHINESE PUBLICATIONS

In 1909 the Reform Chinese, a seditious [illegible]

[illegible] Dictionary Jenkins out.

was established. It never enjoyed a circulation of more than 1300 and ceased publication in 1916.

New Era, a daily founded in 1906 by the Kwack Wan Yat Po Publishing Company, never achieved any degree of success or recognition. It went out of existence in 1910.

YOUNG CHINA

The Young China, a morning newspaper considered by many to be the most progressive in the Chinese community, came into existence in 1909 as the official organ of the Chinese National Government. The following excerpts from the prospectus of this publication are self-explanatory:

> This progressive newspaper was founded in 1909, while the mandarins of the Manchu Emperor were still ruling China with celestial pomp and splendor, but with glaring neglect for national progress.
>
> Dr. Sun Yat Sen, "Father of the Chinese Republic," was its first organizer. Grappling valiantly with the struggles of every ardent revolutionary, Dr. Sun founded THE YOUNG CHINA to arouse public opinion among the Chinese and to rally Chinese patriotism to the revolutionary cause.
>
> As the official organ of the Chinese Government, THE YOUNG CHINA commands a prestige and standing unapproached by any other Chinese newspaper in America. Its circulation is the largest. Its body of readers includes the young Chinese, who stand for modern progress in China, and the older Chinese who are champions of law and order throughout the country. These two classes representing the intelligent, forward-looking, and business elements among the Chinese. Today this paper serves as the leading political and economic guide of Kuo Ming Tang Nationalist Party, a large organization with branch-offices located in many leading cities throughout America.

This publication consists of eight pages, size 17-1/2 by 22-1/2 inches, which has been unchanged since its founding. The space given to advertising and the space given to news items is about equal. The Sunday edition includes, besides its regular news stories, features of world-wide interest, special articles regarding conditions in China, Chinese short stories, and other magazine features such as the "Young China Pictorial," a two-sheet folio.

Circulation was about 1500 when Young China was first issued, but increased to 3000 during the next five years; in 1917 it jumped to 5100, in 1922 it was 6200; in 1927, 6800; and in 1932, 7300. The Chinese population in 1930 had increased to 16,303.* The present circulation, with the subscription price at $8, is 10,000, of which 6000 are distributed locally. The balance is distributed to all parts of the United States and Canada, Hawaii, Central and South America, and Europe.

In 1921 Lum Chuck Main replaced Lee Shee Num and Lew Goat Chee as editor of the paper; he in turn yielded the position to Fong Ming Po in 1922. In 1926 O. S. Wang Yee Yu had possession of the office for a short period. He was followed by G. P. Joy and Lew Goat Chee. The editor in 1932, at which time H. J. Wong was accredited with the ownership, was C. C. Fu, who has since been replaced by S. M. Yung.

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*U. S. Census.

CHINESE TIMES

The Chinese Times was started in 1924 by the United Publishing Company as a daily evening paper with a Sunday edition. It was sponsored by the Chinese American Citizens Alliance and became its official organ, propounding the need for education of the American citizens of Chinese ancestry to exercise their political rights. The publication was edited by Walter U. Lum. In 1929 the editorial office was placed in the hands of Paul C. Chew and the Chinese Times Publishing Company became the owners. Mr. Churchill Chew succeeded Paul C. Chew in 1931. The Times is a young newspaper but its growth equals that of any other Chinese publication; with an annual subscription rate of $12, it publishes eight pages, size 12-1/2 by 22-1/2 inches, every day in the year. The office is located at 119 Waverly Place. The circulation for 1938 is listed at 8915. The Chinese population today is estimated at 20,000.*

Chinese writers report on this publication as follows:

> The Chinese Times is the official and only organ of the American born Chinese, and thus logically the vaguest in attitude toward policies in China. It, like the recently founded Chinese Digest, is interested in Chinatown affairs....**

> Walter U. Lum is one of the early pioneers in encouraging the Chinese-American citizens to

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*Chinese Chamber of Commerce.
**Yun, Leong Gor Chinatown Inside Out, p. 152.

exercise their franchise and in a battle against discrimination of the Chinese people....*

SUN YAT-SENISM

Sun Yat-Senism, a weekly subsidized by the Chinese Government, was started in 1926. The editorial policies of the paper were devoted to the principles of their guiding star, Sun Yat-Sen. The publication existed until 1931 at which time it was absorbed by the recognized organ of the Chinese Nationalist Party, the Chinese National, a daily which has been in existence since 1924. The name of the combined paper was changed to the Chinese Nationalist or Kuo Min Yat Po, in 1933.

At the time the Sun Yat-Senism began publication Mr. Y. Y. Hsu was the editor and Mr. P. Y. Quok was the publisher. These men retained their positions until 1931. The paper was located at 532 Jackson street. No estimates were ever given of its circulation.

CHINESE NATIONALIST (Kuo Min Yat Po)

In 1924 when the Chinese National started publication, the journal represented itself as the organ of the Left Wing in the Chinese Nationalist Party. The following comment tells of the founding:

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*Lee, Lim P. "Chinese Journalism on the West Coast," Chinese Digest of November 13, 1936.

> D. Y. Mah and his colleagues organized the Kuo Min Yat Po to rally behind the left-wing or Hankow group, which was being led by Wang Ching-wei. When the breach healed during the national crisis of 1932, Wang Ching-wei became the premier of China, and he recognized the Kuo Min Yat Po as the official organ of the Kuomintang in America. This recognition still holds today. Wang Ching-wei, a political writer and newspaper editor in China has been the patron of the Kuo Min Yat Po ever since it was started, and is still an occasional writer for that paper.*

D. Y. Mah, the editor at the time of the paper's foundation, has remained in that position ever since. The publication is an eight page morning daily, size 17-1/2 by 22-1/2 inches, with offices located at 809 Sacramento street. The circulation has reached 7000 which indicates that, although a recent venture, it has established a place for itself among the Chinese.

Since the Japanese invasion of China in 1937, the unification of the Chinese Party has led to the disappearance of a distinctive left and right wing, a condition which has increased the prestige of the paper in this city.

CHINESE DIGEST

In 1935 the Chinese Digest, a weekly publication in English, was founded at 868 Washington street. It became a monthly in magazine format in January 1937. The subscription

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*Lee, Lim P. "Chinese Journalism on the West Coast," Chinese Digest of November 13, 1936.

[illegible]

[illegible]

[illegible]

rate is $2 per year. No circulation figures are available for this publication. Mr. William Hoy is the present editor.

The birth of this newspaper is related by one who is connected with the staff:

> Chinese journalism on the Pacific Coast took on a new slant with the inauguration of the Chinese Digest, a weekly published in English. Realizing that the second generation Chinese have adopted the English language as a medium of expression in conversation, club records, and in correspondence, a group of young Chinese led by Mr. Thomas W. Chinn and Mr. Chingwah Lee launched the Chinese Digest which is celebrating its first anniversary with this issue.... In spite of the strong political motives of the other Chinese newspapers the Chinese Digest continues as a non-political newspaper in San Francisco Chinatown and for the Chinese in America. In the past year the Chinese Digest has consistently refused to sell out to private organizations.*

Outside comment from competitive newspapers, such as the following, indicates the community regard for this publication:

> The Chinese Digest is doing a fine piece of work in that it brings to the younger generation a knowledge of the arts and traditions of old China.
>
> Miss Mansie Chew, English Editor,
> Chung Sai Yat Po.

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*Lee, Lim P. "Chinese Journalism on the West Coast," Chinese Digest of November 13, 1936.

IV
SPANISH PORTUGUESE

SPANISH PRESS IN SAN FRANCISCO

El Eco del Pacifico was the work of E. Derbec who has been mentioned previously in the field of French journalism. This Spanish paper really started as the fourth page of Derbec's French language paper L'Écho Du Pacifique. By January 22, 1856 it had grown sufficiently to stand on its own legs and became a Spanish daily. Shortly afterwards, however, it was sold to Messrs. Herrera and Blanch. In 1863 Derbec re-purchased it, but he was unable to make it pay and abandoned publication in 1868.

Three further attempts were made to publish journals in the Spanish language before the first successful one was established. In August 1854 La Crónica was started by J. Jaffre and J. T. Lafuente. The latter served a sentence in San Quentin for murder. This paper had a page in Italian, called La Cronaca Italiana. The paper was discontinued in October 1855.

Sud Americano was founded in 1855 by Lafuente who had been instrumental in starting La Crónica. Associated with him in the new enterprise were two other individuals, Lequizamont and Elespura. The paper lasted only a few weeks.

La Voz de Mexico was started as a tri-weekly in 1863 by H. Payot, but printed only a few issues before passing out of existence.

El Eco del Pacifico was already in the field when La Voz del Nuevo Mundo was started by Felipe Fierro in 1864.

Fierro, the founding editor, later combined it with La Voz de Chile, which had been established in 1862, and retitled it La Voz de Chile y El Nuevo Mundo. It was published on Tuesday and Friday. Subscriptions were $10. The paper called itself the Organ of Chilean residents in California. Fierro was both editor and publisher until 1870 when it was taken over by J.J. Madero & Company, with Fierro retaining the editorship. By 1870 the paper had a circulation of 1000.

Fierro was well known to George Bancroft, California historian, and it was through his kind offices that Bancroft was able to obtain access to the documents of General Manuel Castro, the associate of General Vallejo. Castro had left his documents in the care of Fierro, and refused to permit Bancroft to use them unless he paid a substantial sum for the privilege. Fierro, visited by Bancroft at a time when Castro was absent, agreed to give him access to the Castro documents. For this favor Bancroft has expressed his thanks in his book Literary and Historical Miscellanies.

When first published, La Voz del Nuevo Mundo labelled itself a Democratic paper. In 1871 it was a four page journal, size 26 by 38 inches. In 1876 circulation increased to over 1500. In 1879 Rafael I. Sorcino became the editor; but in 1881 M. G. Pritchard took over the editorial post. The paper at that time decreased in size to 24 by 32 inches. In 1884 Ramon A. Madero became the owner and editor of the paper which had increased its circulation to 2000. It went out of

business in 1885 due to a decline in circulation and advertising. When La Voz del Nuevo Mundo expired it was a four page paper, size 22 by 32 inches, with a subscription cost of $5.

La Sociedad, the next attempt at Spanish Journalism in San Francisco, lasted fourteen years. It was started in 1870 by A. Andrade, publisher, with F. Epson as editor. It was issued on Wednesday and Saturday with a subscription price of $10. Circulation was fairly stable at the 1000 mark for the first five years, and from 1875 to 1884 circulation fluctuated around the 1500 mark but started to decline after that.

La Sociedad was Republican in politics and probably felt the effects of the political movement of the period when both Republican and Democratic parties were at their nadir. In 1882 the paper changed from a semi-weekly to a weekly and finally disappeared in 1885. During its life it retained the same size, 26 by 38 inches.

Following 1870 San Francisco witnessed many attempts to establish a permanent Spanish paper. Andrade, connected with La Sociedad, failed to make a success of El Hispano-America in 1871. The Hispano-American Merchant, catering to the Spanish merchants of the city, was printed in English and Spanish but lasted only from 1880 to 1884. La Cronista, founded in 1884, expired in 1885.

El Tecolete was begun in 1873 by J. M. Pimentel, editor and publisher. It was a daily of four pages issued every

evening except Sunday, size 18 by 24 inches. Subscriptions were sold for $4. In 1876 the paper had a circulation of 400. In 1879 the size was increased to 26 by 38 inches and subscriptions were raised to $11. In addition it changed from an evening to a morning edition, daily except Monday. The circulation was 500. It succumbed in 1881, however, as it could not maintain itself with such a small circulation.

Another venture of 1873 was the San Francisco Union started by Rodriguez and Espejo. It lasted less than a year. It was a Saturday weekly and subscriptions were sold for $2. Circulation was estimated at 720 before the publishers closed shop.

La Republica made its start in 1880 with Albert G. Packard, editor and publisher. An eight page weekly, appearing every Saturday, its size was 23 by 32 inches. In 1882 it was reduced to four pages of the same size. In 1884 the width of the paper was decreased by one inch. When founded, subscriptions were $2.50, but in 1884 the price was increased to $3.50. Circulation had increased to well over 2000 by 1884, and it became a semi-weekly, issued on Wednesday and Saturday. Offices were located at 531 California street. In 1888 the subscription price was lowered to $2.50 and in 1889 the size was reduced to 18 by 24 inches. Circulation dropped to 1000. The paper expired in 1892 at which time its offices were located at 606 Clay street.

El Comercio, started in 1893 by A. P. Alvarez, had a

greater degree of success than its immediate predecessors. Its offices were located at 1605 Polk street. It started as a Saturday weekly and subscriptions were $5. Circulation reached a peak of 3000 by 1906, after which it rapidly declined, discontinuing publication in 1909. It consisted of eight pages, size 15 by 22 inches, at the time.

Prior to the establishment of El Comercio, an attempt to publish a Spanish paper La Correspondencia, in 1884, failed when the paper expired in 1886. This paper which lasted less than a year was eight pages, size 22 by 32 inches, with subscriptions at $5.

Between 1893 and 1914 no effort was made to establish a Spanish paper in San Francisco. For a time, from 1909 to 1914, the city was without a paper of the language of its original inhabitants.

In 1914 Cronaca was started as a weekly by the Galvan Publishing Company of 340 Sansome street. It was 8 by 11 inches. The subscriptions were sold for $1, the publishers evidently learning from predecessors of the difficulty to establish a circulation at $5. The venture failed in 1919.

Another effort at publication in 1914 was the semi-weekly, Hispano-America, printed by the Cronaca Publishing Company and edited by F. J. Gaxiola, with offices located at 617 Montgomery street. In 1920 Julio G. Arce was editor, and in 1928 M. G. Arce took over the job which he holds today. In 1926 the paper added a monthly illustrated supplement

which is still issued. This paper is today one of the two Spanish language publications in the city.

Mefistofeles was started in 1915 by Julio C. Arce and located at 744 Fell street. Subscriptions sold for $2. It proclaimed itself a Democratic paper. The size was 16 by 20 inches. In 1919 Arce took over Hispano-America and the name Mefistofeles disappeared from the register of San Francisco journals. Arce has been connected with Hispano-America ever since.

The initiation of another successful Spanish paper was begun in 1926 by Juan Anino, when he started El Imparcial, a weekly edited by himself. In 1929 Arturo Moreno became editor and Victor P. Dextre publisher. Mr. Dextre succeeded to the editorship in 1932 and was followed two years later by Nicholas de Mattee, who holds the position today. The paper is now owned by the De Mattee Publishing Company. The paper was located at 724 Lombard street at the time it started but moved to 1027 Pacific street in 1930 and has remained there. Circulation in 1930 was 10,500. It is a growing journal, since its readers consist of the Spanish and Mexican population which has not been affected by the exclusion act to the same extent as other nationalities.

PORTUGUESE NEWSPAPERS IN SAN FRANCISCO

Voz Portuguesa was the first Portuguese newspaper to be published in San Francisco. Starting in 1880 it began as a weekly, issued on Thursday, but the publication day was changed several times during the first few years of its life.

Independent in politics, it was a four page paper, size 24 by 36 inches, with subscriptions selling for $3. Its editor and publisher was Manuel Stone. In 1881 its circulation was less than 1000. In 1882 the date of issue was changed to Saturday. The size was increased to 26 by 38 inches, and circulation to more than 1000. In 1884 the subscription rates were lowered and the paper was issued as a semi-weekly. Changes in size were frequent throughout the entire period.

In 1886 it returned to a weekly, issued on Wednesdays. In 1887 the day of issue was moved back to Saturday and frequent changes were made in the size of the paper. It was moved to Oakland in 1903, after long years of trying to build up a circulation among the Portuguese population of San Francisco. It is still published in Oakland.

In 1884 another Portuguese paper, O Progresso California, made its appearance under the auspices of Antonio M. Vincente & Company, editors and publishers. The paper was Republican in politics. Circulation in its first year was approximately 2000. Subscriptions were sold for $2.50. It consisted of four pages, size 26 by 40 inches, published on Thursdays.

In 1886 the day of issue was changed to Saturday and its size decreased to 24 by 36 inches, the paper expiring in that year.

Jornal de Noticias was founded as an independent Portuguese paper in 1888 at Oakland. In 1918 it was moved to San Francisco and was conducted here by P. M. Da Silveira, publisher and editor. Offices were located at Front and Clay streets. In 1917 circulation reached 2000; by 1923 it grew to 3500 and continued to climb to 12,750 in 1930. The paper is still published here by the same people, although circulation figures are no longer increasing.

A Uniao Portuguesa was born in 1884 and edited by M. Camara as a four page paper. It reached a circulation of 1200 in 1906. The paper was located at 525 Front street during its life. Its initial size was 20 by 26 inches; but it was enlarged to 20 by 28 inches in 1906. Circulation was less than 1000 in 1909, the year of its demise.

V

SCANDINAVIAN
SLAVONIAN
RUSSIAN
HUNGARIAN
GREEK

SCANDINAVIAN PRESS

The first paper to serve the Scandinavian people in San Francisco and environs was launched about Christmas 1873. It was named California Posten, a weekly, published and edited by two young Danish printers, Peter Freese and Ferdinand Iversen. As there were only 3000 Danes in California at that time, the journal lacked support and had a short existence. It was a four page, six-column paper.

Undismayed by this failure, Louis Permin made another attempt the following year, when he issued the California Skandinav. As Permin was a sign painter and not a journalist his paper lasted only four months, or as long as his financial backers stood by him. From then until 1878 there was no Scandinavian paper in California.

In that year the Valkyrien was established by Peter Freese, who did the editing and printing himself. He kept his enterprise on the keel until 1880 when it was bought by Charles A. Henry, the land agent for the Southern Pacific Company who made it an organ for the promotion of land sales in Fresno County. After a few months it was sold to William S. Kreutsman who, in spite of many hardships, kept it alive until 1884; evidently the burden became too heavy and may have been a contributing factor to his suicide in that year.

This sad episode left the Danes without a journal for five years. In the meantime three Swedes, S. V. Youngberg, Algot Gustafson and one Meyer edited and published

Stilla-Hafs-Posten in 1879. It measured 23 by 32 inches, had four pages, and sold for $2 a year. It expired in the same year that it started.

Nya-Stilla-Hafs-Posten (The New Pacific Post) had a brief existence between January and May 1882. Nils Soderberg, a Swedish attorney was publisher-editor. It used both English and Swedish.

In the year 1889 James Madison started the Pacific Skandinav. Peter Freese who had returned from Denmark where he had published Den Danske Amerikaner (The Danish American), became the editor; and Sophus Hartwick, now the dean of Scandinavian journalism, joined them in the enterprise. Madison sold out soon to Freese and J. C. Hansen. A few months later Freese left the paper and started the Lanternen, another weekly with less than a year's existence.

Hansen kept the Pacific Skandinav going until he sold it to Michael Saloman and William Morck in 1897. Morck left after a short time and Saloman continued the journal until 1901 when it was purchased by Hartwick of the Bien. The size of the Pacific Skandinav was 26 by 40 inches and it contained four pages. Subscriptions were sold for $2.50. In 1889 the size was reduced to 20 by 26 inches. The circulation was approximately 750. The following year circulation reached 1000, and in 1891 the size was changed to 15 by 21 inches and the number of pages increased to eight. It retained this size until 1895. It died in 1905.

THE BIEN

In April 1882 a Norwegian clergyman, Reverend I. Dietrickson, began to publish a literary and religious journal twice a month. It stopped in 1887 when Dietrickson turned his equipment over to Leidesker and Morck. Bien was then published as an illustrated magazine for one year, when Hartwick took the reins and changed it to a regular weekly. He was joined by his old friend Peter Freese whom he bought out in 1897.

Hartwick worked hard and made trips all over the state to increase the circulation. His competitor, the Pacific Skandinav, commented: "We don't believe in running all over the country bothering the Danes about a paper." Hartwick made offers to buy the Pacific Skandinav but met with refusals. Friends advised him to give up the Bien but Hartwick continued to work and many new subscribers came to his rescue.

The earthquake of 1906 scattered and pied the Bien's type and when other publishers, whose plants were destroyed, came to borrow type, Hartwick pointed to the floor and told them to help themselves. At this time the paper was located in the famous Montgomery Block. The editor went to Oakland for assistance and two weeks after the fire the subscribers received their paper. Circulation in 1894 was over 1000. It appeared on Wednesday throughout the entire period.

In 1897 circulation was still about 1000. From this time on the paper grew slowly but steadily, until in 1916 the

circulation reached 4500. In 1925 it was still climbing and stood at 5400, while 1930 shows a further increase to 5800; but from 1930 to 1936 a slow, steady decline struck the paper in the same manner as the other foreign journals in this city. The paper has been independent in politics and subscriptions are $3. Its current size is 18 by 24 inches, unchanged since 1910. Chr. Redsted Pedersen bought the paper in 1930 and during the last two years it has made some slight circulation gains.

The present owner and editor of the Bien launched the Pacific Coast Scandinavian three years ago. It is a monthly news magazine in English, and functions as the official organ of the Scandinavian Civic League. It endeavors to reach American readers as it recognizes the recent growth of interest in Denmark, Norway, and Sweden as socially progressive countries.

Saloman, a few years after the demise of the Pacific Skandinav, started the Uglen (The Owl) in 1909. It was the first Danish monthly review on the Pacific Coast and was considered a good literary publication. Its size was 7 by 10 inches. It was later published in Alameda and ceased in 1912.

Den Danske Revy (The Danish Review), another monthly, began publication in 1928 under the editorship of Peter Guldbrandsen but quit after a few issues.

Vestkusten, a Swedish weekly, had a long and successful career. It was started by Alrick C. Spencer in October

1886 as the organ of the Swedish Lutheran Church, but shortly afterwards was taken over by Alex Olsson, who still owns it. It was founded as a four page journal, 23 by 35 inches, and was issued on Fridays. Its size increased to 24 by 36 inches in 1888, and in 1889 it grew to eight pages, size 15 by 22 inches. Circulation during this time was in the neighborhood of 1000. In 1890 the size was again changed, this time to 18 by 24 inches. Circulation had grown to 2500. In the following year Ernest Skarstedt joined Olsson as editor and continued in this capacity for five years. Circulation reached 3000 in 1895. Thursday became the publication day and by 1906 circulation grew to 4000. It has remained at that figure ever since. Alex Olsson, editor and publisher, though well advanced in years still plays an active part in the management of the paper.

Although there has never been a newspaper exclusively representing the language of Norway in San Francisco, the Norwegians have played an active part in the field of Scandinavian journalism ever since the founding of the California Poston, a Norwegian-Danish weekly, in 1873. Always closely allied with the Danes, they have helped to build up the Scandinavian press here, especially through their efforts and support of the Danish and Swedish journals. Perhaps the outstanding personality was Reverend I. Dietrickson, a Norwegian clergyman, who published a semi-monthly journal from 1882 to

1887. He laid the foundation for the present journal Bien.

The Scandinavians of San Francisco through the medium of their press have been active in their efforts to have Sweden, Denmark, and Norway participate in the Golden Gate International Exposition.

SLAVONIAN, RUSSIAN AND HUNGARIAN NEWSPAPERS

The Slavonian languages have been represented in San Francisco by newspapers printed in Croatian, Serbian, Slovenian and Russian. Of this group the Serbian publication Sloboda was the first in the field. It was a weekly started in 1893 by the Serbian Literary Club at 530 Golden Gate Avenue, and consisted of four pages, size 18 by 24 inches, with a subscription rate of $4. Circulation reached a peak of 500 in 1906 but the paper was unsuccessful and disappeared about 1909.

The Servian Herald was started in 1909 from the remnants of Sloboda. It appeared at the same time its predecessor suspended. After 1915 it was known as the Serbian Herald and was published by the Serbian Printing Company which in 1920 was taken over by the Serbian Educational Luca. From 1928 to 1936 the paper was issued by the National Herald Publishing Company. The Serbian Herald came out on Saturday and consisted of four pages, size 15 by 22 inches. Circulation reached a peak of 12,000 in 1927, slowly declining since. In 1937 its name was changed to Jugoslovenski Americki Glasnik (Jugoslav American Herald), issued by the Jugoslav Publishing Company at 1020 Golden Gate avenue. It now is an eight page paper, size 17 by 21-1/2 inches, published every Friday for the Jugoslav colony of 50,000 in the San Francisco area.

Jadran, a Croatian weekly, was started in 1908 by the Adriatic Publishing Company at 534 Jackson street. Its subscription rate was $1.50. In 1914 a Serbian supplement was

added. The paper reached a circulation of 8500 in 1915 but began to decline following the World War and discontinued publication in 1922. Jadran was a four page paper, size 17 by 22 inches. In 1916 the office was located at 110 Columbus avenue.

Another Croatian paper Dalnnacija was started in 1915 by J. E. Vecerina, editor and publisher. It was a four page weekly, size 16 by 20 inches, issued on Tuesday. The publication lasted until 1919. Its subscription rate was $3.

The first Slovenian newspaper published in this city was the Narodni Glasnik (National Herald). It was a weekly established in 1926 by the Herald Press Company and edited by Raiko H. Ruzic. In 1937 this publication was absorbed by the Jugoslovenski Americki Glasnik.

RUSSIAN NEWSPAPERS

The first Russian paper to appear in the city was Pacific Ocean in 1909, a tri-weekly published by the Pacific Ocean Company and edited by A.P.Cherbak at 340 Sansome street. The paper consisted of four pages, size 16 by 20 inches, with annual subscriptions of $2.50. It lasted nine years, expiring in 1918.

The Russian News-Life started publication in 1921 under the guiding influence of G. G. Grigorieff, editor, and F. M. Clarke, publisher. The paper, located at 1360 Valencia street, was a weekly issued on Saturday. Its subscriptions were $2. Circulation reached 5500 in 1924 but has declined since. P. Krasnik became editor in 1924 and remained until

1927 at which time E. Nikolsky took charge.

Telegram is another Russian paper published by F. M. Clarke, which professes to be independent in politics. It was started in 1926. It is located at 1367 Valencia street. The paper is edited by P. Krasnik, former editor of Russian News-Life and had a circulation of 780 in 1930 which has increased slightly since that time.

Novaya Zarya, a Russian democratic journal, appears five times a week and was edited by P. P. Vasilieff from its inception in 1928 until 1934. In 1934 Mr. Socheff, the publisher, took charge of the editorial office and has continued to direct its policies until the present time. This paper was the last Russian journal established in San Francisco.

HUNGARIAN NEWSPAPERS

The Hungarian News (Magyar Ujsaj) was founded in December 1934 by Dr. Endre Szilagyi and I. Erdelyi. It is a four page weekly, size 17-1/2 by 22-1/2 inches, published on Friday by the Pannonia Press at 518 Octavia street. The subscription rate is $2 per year. Three of its pages are printed in Magyar and the fourth is in English. The contents of the English page consists of reviews of current theatrical offerings and sporting events. More than half the page is given to advertisements covering radios, loan establishments, and credit clothiers. The Hungarian News claims a circulation of over 5000.

GREEK NEWSPAPERS OF SAN FRANCISCO

Eirennikos, started in 1905 by A. X. Pavellas & Company, was the first Greek newspaper in the city. It lasted from 1905 until 1918 at which time it was absorbed by Prometheus, issued by the same publisher. It was a weekly paper, 15 by 22 inches in size, issued on Friday. Subscriptions sold for $3. The paper was located at 110 Columbus avenue during the entire period of publication. In 1916, two years before its demise, the size was altered to 11 by 18 inches.

In 1907 Pavellas started Prometheus another weekly which merged with Eirennikos in 1918. This paper was edited by George D. Pappageorge-Palladius until 1928 at which time Mr. Pavellas took over the editorial duties. He retained this position until 1930 when the office was taken over by Alex K. Powellas who has remained editor to the present day. The paper is issued on Saturday. It was located at 725 Harrison street in 1924. Circulation reached 6000 in that year and jumped to 8000 a year later, reaching 12,000 in 1925. The paper's circulation remained stable for approximately five years, after which a slight decline set in.

Tassos V. Mountanos started California, a Greek weekly, in 1907. This paper is issued on Saturday and has four pages, size 18 by 24 inches. The subscription is $3. It was located at 826 Folsom street in 1919 at which time the size was altered to 16 by 21 inches. Circulation rivaled that of its competitor, reaching 10,000 in 1924. The office was

moved to 340 Third street in that year. Circulation figures for 1930 were 7500 but since then a slight decline is noticeable. The paper is today located at 268 Third street and the editors and publishers are the California Greek Newspaper Corporation.

In 1912 Tharros was started by P. Sioris, editor and publisher, and was located at 121 Second street. The paper consisted of four pages, size 15 by 22 inches. It was taken over in 1915 by Spero C. Maurelis and located at 712 Folsom street; but it was discontinued after 1915 when it was incorporated with the Greek Times.

The Greek Times was launched in 1915 by Spero C. Maurelis, who took over the Tharros when it was on the decline. The new paper, located at 688 Harrison street, was published by the Greek Times Publishing Company. Its size was 16 by 22 inches. In 1917 the office was moved to 385 Third street. The circulation in that year was approximately 3000. This paper, after its demise in 1919, was taken over by Prometheus, one of the successful San Francisco newspapers in the Greek language.

Telegraph was the last endeavor to start a Greek publication in San Francisco. The attempt was made by H. P. Spaliaris in 1920. It appeared as a daily with a subscription rate of $7.50. The paper lasted until 1924.

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	REVIVED	DISAP-PEARED
CHINESE				
Gold Hill News - also known as Golden Hill News and Golden Mountain News	1851	1851	1854	1854
The Oriental	1853	1854	1855	1857
Oriental (Wah-Kee)	1875	1886	Name changed to Oriental Chinese Newspaper	
Tong Fan San Bo	1876	1880		
Occidental Daily News about	1878	1894		
American-Chinese Commercial Newspaper	1883	1901		
Oriental Chinese Newspaper	1886	1903		
Mong Hing News	1891	1898	Name changed to Chinese World	
Chinese World	1898	*		
Chung Sai Yat Po (China-American Daily)	1899	*		
Chinese Free Press	1903	1914	Absorbed by Chinese Republic Journal	
Radiator Chinese	1904	1916		
New Era	1906	1910		
Young China	1909	*		
Chinese Republic Journal	1913	1927		
Chinese Times	1924	*		
Chinese National	1924	1933	Name changed to Chinese Nationalist	
Sun Yat-Senism	1926	1931	Absorbed by Chinese National	
Chinese Nationalist - also known as Kuo Min Yat Po	1933	*		
Chinese Digest	1935	*		
CROATIAN				
Jadran	1908	1922		
Dalnnacija	1915	1919		
Slav American	1938	*		
DANISH				
California Posten	1873	1873		
California Skandinav	1874	1874		

*Denotes existing newspapers.

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX (CONTINUED)

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	REVIVED	DISAP-PEARED
DANISH (Continued)				
Valkyrien	1878	1884		
Bien	1887	*		
Pacific Skandinav	1889	1905	Absorbed by the Bien	
Lanternen	1889	1889		
Uglen	1909	1912		
Den Danske Revy	1928	1928		
Pacific Coast Scandinavian	1936	*		
FRENCH				
Le Californien	1850	1850	Merged with Public Balance	
La Gazette Republicaine	1850	1850	1854	1854
L'Echo Du Pacifique	1852	1863	Name changed to Courrier de San Francisco	
Le Present et L'Avenir - also known as Present and Future	1853	1853	Name changed to Public Ledger	
Messager	1853	1856		
French Publications founded in 1854 or 1855: (short-lived)			Length of Existence	
Patriote			3 months	
Courriere de Californie			6 weeks	
La Presse			1 day	
La Gazette Republicaine			3 months	
La Francais			1 month	
Colibri			2 months	
Mineur			6 months	
Spectateur			6 months	
Passe-Partout			3 months	
Revue Californienne			1 month	
Tam Tam			1 week	
Le Phare	1855	1863	Absorbed by L'Union Americain	
Bibliothèque Populaire	1855	1855		
Weekly Courrier de San Francisco	1856	1863	Weekly edition of L'Écho Du Pacifique and L'Écho de L'Ouest	

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX (CONTINUED)

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	REVIVED	DISAP-PEARED
FRENCH (Continued)				
Daily Courrier de San Francisco	1863	1884	Absorbed by Courrier de Franco-Californien	
L'Union Franco-Americain	1863	1865	Name changed to L'Independent	
Le Courrier des Ameriques	1863	1863		
La Ruche Litteraire	1863	1863		
L'Independent	1865	1867	Absorbed by Le Petit Journal	
L'Union National	1868	1871		
Le Petit Journal	1871	1885		
Courrier de Franco-Californien	1884	1928	Merged with L' Écho de L'Ouest	
Le Petit Californien	1890	1899		
Impartial Californien	1897	1909		
L'Écho de L'Ouest	1908	1920	Absorbed by Courrier Du Pacifique	
Courrier Du Pacifique	1920	*		
La Courrier Francais des Etats Unis	1939	*		
GERMAN				
Staats Zeitung	1852	1853	Renamed Freie Presse	
California Demokrat	1852	*		
Freie Presse	1853	1854	Absorbed by California Demokrat	
Abend Zeitung	1854	1854		
San Francisco Journal	1855	1858		
Criticus	1855	1855		
Deutscher Demokrat	1855	1855		
Deutsche Republikaner	1856	1856		
Abend Post	1859	1903	Absorbed by California Demokrat	
California Journal	1870	1873	Merged with Sonntagsgast	
Der Deutsche Amerikanische Grocer	1871	1882	Merged with Journalist & Humorist	
Sonntagsgast	1872	1873	Name changed to Journal & Sonntagsgast	
San Francisco Humorist	1872	1875	Renamed Journalist and Humorist	
Journal und Sonntagsgast	1873	1878	Absorbed by Abend Post	
Journalist and Humorist	1875	1885		
Der Wecker	1875	1875		

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX (CONTINUED)

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	REVIVED	DISAP-PEARED
GERMAN (Continued)				
Arbeiter Zeitung	1878	1878		
California Freie Press	1879	1882		
Pacific Pilate	1880	1889		
Der Californische Volks-freund	1884	1906		
California Arbeiter Zeit-ung	1887	1893	Combined with Tageblatt	
Tageblatt	1887	1910	Absorbed by Vorwarts Der Pacific Kuste	
Volks Zeitung Der Pacific Kuste	1891	1891		
Deutsches Vereins Zeitung	1892	1909		
New San Francisco	1909	1919	Merged with Calif.Demokrat	
Vorwarts Der Pacific Kuste	1910	1919		
California Journal	1919	*		
Schweizer Journal (Swiss-German) also known as Swiss Journal	1919	*		
Der Hermann Sohn	1931	*	Monthly Publication	
GREEK				
Eirennikos	1905	1918	Absorbed by Prometheus	
Prometheus	1907	*		
California	1907	*		
Tharros	1912	1915	Absorbed by Greek Times	
Greek Times	1915	1919	Absorbed by Prometheus	
Telegraph	1920	1924		
HINDUSTANI (Also Punjabi, Urdu, Gujarati, Afghan and Gurkha)				
The "Hindustan Gadar"	1917	*		
HUNGARIAN				
Hungarian News (Magyar Ujsag)	1934	*		

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX (CONTINUED)

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	REVIVED	DISAP-PEARED
ITALIAN				
La Cronaca Italiana	1854	1855	A page in Spanish paper La Cronaca	
La Voce del Popolo	1859	*		
L'Eco della Patria	1868	1870	Absorbed by La Voce del Popolo	
La Scintilla Italiana	1877	1884		
Elvezia - also known as Nueva Elvezia (Swiss-Italian)	1879	1919	Absorbed by La Colonia Svizzera	
La Colonia Svizzera (Swiss-It.)	1879	*		
Independente (Swiss-Italian)	1880	1903		
La Verita	1889	1892		
La Vespa	1893	1893		
Il Secolo Nuovo	1894	1900	Absorbed by Il Messaggiero	
Il Messaggiero	1894	1908		
Eco della California	1895	1919	Owned by La Voce del Popolo	
L'Italia	1897	*		
La Lega Italiana	1900	1902		
Tribuna	1903	1922	Merged with L'Unione	
Terra	1906	1912		
Il Corriere del Popolo	1911	*		
L'Unione e La Tribuna - also known as L'Unione	1919	*		
Sunny California	1923	1927		
Bollettino della Federazione Catholica Italiana	1927	*		
JAPANESE				
New World (Shinsekai)	1894	1936	Merged with North American Morning Sun	
North American Morning Sun (Hokubei Asahi)	1897	1936	To become New World Sun	
Japan Herald	1897	1900	Absorbed by Japanese-American	
Japanese-American - also known as Japanese-American News (Nichibei)	1898	*		
San Francisco News (Soko Shinbun)	1911	1913		
New World Sun	1936	*		

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX (CONTINUED)

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	DISAP-PEARED
JEWISH			
The Gleaner	1857	1868	Merged with Hebrew Observer
The San Francisco Hebrew	1863	1923	
Hebrew Observer	1868	1888	Merged with Jewish Times
Voice of Israel	1870	1874	
Emanu-El and the Jewish Journal	1870	*	
Jewish Progress	1875	1890	Absorbed by Emanu-El
Jewish Times	1879	1888	Merged with Hebrew Observer
Jewish Times and Observer	1888	1927	
Jewish Voice	1912	1917	
Jewish Tribune	1933	*	Founded in Oakland moved to San Francisco in 1935
KOREAN			
New Korea	1908	1937	Moved to Los Angeles 1937.
PORTUGUESE			
Voz Portuguesa	1880	*	Moved to Oakland 1903.
O Progresso California	1884	1886	
A Uniao Portuguesa	1884	1909	
Jornal de Noticias	1888	*	Founded in Oakland - Moved to San Francisco in 1918.
RUSSIAN			
Pacific Ocean	1909	1918	
Russian News-Life	1921	*	
Telegram	1926	*	
Novaya Zarya	1928	*	
SERBIAN			
Sloboda	1893	1909	Absorbed by Servian Herald
Servian Herald	1909	1915	Name changed to Serbian Herald

HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

APPENDIX (CONTINUED)

FOREIGN LANGUAGE NEWSPAPERS 1850-1939

NEWSPAPERS	ESTAB-LISHED	DISAP-PEARED	REVIVED	DISAP-PEARED
SERBIAN (Continued)				
Serbian Herald	1915	1937	Name changed to Jugoslav American Herald	
Jugoslav American Herald	1937	*		
Slavia	1939	*	Monthly publication	
SLOVENIAN				
Narodni Glasnik (National Herald)	1926	1937	Absorbed by Jugoslav American Herald	
Illustrovane Novorti	1937	*	Quarterly Journal	
SPANISH				
La Cronaca	1854	1855		
Sud Americano	1855	1855		
El Eco del Pacifico	1856	1863	1863	1868
La Voz de Chile	1862	1868		
La Voz de Mexico	1863	1863		
La Voz del Nuevo Mundo	1864	1868	Merged with La Voz de Chile	
La Voz de Chile y El Nuevo Mundo	1868	1885		
La Sociedad	1870	1884		
El Hispano-America	1871	1871		
El Tecolete	1873	1881		
San Francisco Union	1873	1874		
Hispano-American Merchant	1880	1884		
La Republica	1880	1892		
La Cronista	1884	1885		
La Correspondencia	1884	1886		
Comercio	1893	1909		
La Cronica	1914	1919		
Mefistofeles	1915	1920		
Hispano-America	1917	1934		
El Imparcial	1926	1938		
Semamario Imparcial	1938	1938		
Eco Hispano	1938	1938		
SWEDISH				
Stilla-Hafs-Posten	1879	1879		
Nya-Stilla-Hafs-Posten	1882	1882		
Vestkusten	1886	*		

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HISTORY OF FOREIGN JOURNALISM IN SAN FRANCISCO

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NEWSPAPERS AND PERIODICALS (CONTINUED)

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Eco Hispano (San Francisco) September 16, 1938.

Emanu-El (San Francisco) September 16, 1938.

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NEWSPAPERS AND PERIODICALS (CONTINUED)

The Russian News-Life (San Francisco) September 16, 1938.

The Young China (San Francisco) September 25, 1938.

Vestkusten (San Francisco) September 15, 1938.

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(As the introduction indicates, the foregoing study is limited solely to listing, as completely as available source material permits, the quantitative elements of San Francisco's foreign language press; their physical dimensions and circulation fluctuations from 1850 to 1938. If this work serves as a point of departure for future studies by those interested in the manifold qualitative aspects of San Francisco foreign journalism's history, its development will have been justified.)

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Emerson Daggett
Project Supervisor

ADDENDA

In addition to the foreign journals enumerated in this monograph, the following publications are listed as newspapers published in San Francisco in the records of William J. Prendergast, Newspaper Accountant of the San Francisco Post Office.

CROATIAN

In 1938 a new Croatian publication Slav American was founded. It is considered as the revival of Jadran which expired sixteen years ago.

FRENCH

La Courrier Francais des Etats Unis is a semi-weekly founded in January 1939. It is published by Courrier Du Pacifique at 2448 Clay Street.

GERMAN

Der Hermann Sohn, a monthly, was founded in 1931. It is still in existence.

ITALIAN

Bollettino della Federazione Catholica Italiane was founded in 1927.

The Italian monthly publication Il Leone is located at 605 Washington street. It was founded in Sacramento but moved to this city in 1931.

JEWISH

The Jewish Tribune was founded in Oakland in 1933 as a weekly. In 1935 it was changed to a monthly publication and moved to San Francisco. The offices are located at 344 Sutter street. Walter Secord is the editor and publisher. The Jewish Tribune is four pages, size 17 by 22-1/2 inches. The subscription rate is $1. Its circulation is restricted to the Bay area.

SLOVENIAN

In December 1937 the Slovenian publication Illustrovane Novorti was founded as a monthly. In 1938 it was changed to a quarterly.

SPANISH

Eco Hispano, a fortnightly newspaper of eight pages, size 11 by 16-1/2 inches, was founded September 16, 1938. Its offices were located at 1505 Mason street. Although the subscription rate was only fifty cents, the venture failed before the end of the year.

Grafico Internationale, a weekly, came into existence sometime during the year 1938 under the editorship of F.Flores. Its offices were located at 301 Plaza Hotel until September 1938 when it went out of existence. The bulk of its circulation was in Central and South America.

There are at present thirty-nine foreign language newspapers representing sixteen languages published in San Francisco.

March 22, 1939.

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